

# PROFILE DIRECTORY OF CHARACTER EDUCATION RESOURCES

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<ul style="list-style-type: none"> <li>• A Better Caring Way Institute</li> <li>• A Vision in Motion</li> <li>• Active Parent Publishing</li> <li>• ARGUS</li> <li>• B'Nice/No More Bullies</li> <li>• Bolden Publishing</li> <li>• Canter &amp; Associates</li> <li>• Character Education/T.R.E.A.T</li> <li>• Character Development Group</li> <li>• Character Lady</li> <li>• Choices Count</li> <li>• Curriculum Media Group</li> <li>• Dave Streets Programs</li> <li>• Earth Rhythms</li> <li>• Family Services</li> <li>• Global Learning</li> <li>• Habit-Tat for Youth &amp; Education</li> <li>• Hammond &amp; Stephens</li> <li>• Innerchoice Publishing</li> <li>• Innovative Leadership in the Delaware Valley</li> <li>• Integrating Character into Technology</li> <li>• Jalmar Press</li> <li>• Kaye's Communication</li> <li>• Kelly Bear Press, Inc.</li> <li>• Kidsbridge</li> <li>• Let's Make Magic</li> <li>• Mad Science of Central Jersey, LLC</li> <li>• Matt Bellace</li> <li>• Million Dollar Machine (MDM)- Life Skills Training Program</li> <li>• Mobile Education Productions</li> <li>• Motivational Educational Training</li> <li>• Music Connecting Character</li> <li>• Online Learning.Net/Univ. of San Diego</li> <li>• Organizational Growth</li> </ul>	

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## A BETTER CARING WAY INSTITUTE

**Program:** CPR Workshops: Creating Positive Results in School  
**Contact:** Wendy Davis, Ph.D  
**Address:** 41 Watchung Plaza, #155  
 Montclair, NJ 07042  
**Phone:** 1-888-222-4771  
**Fax:** 908-354-0988  
**Email:** cprworkshops@yahoo.com

**Program Description:** A Better Caring Way Institute provides empowerment workshops for students, teachers and staff that Create Positive Results on various social issues (see product description below) that impact school life. We address issues of acceptance, peer pressure, harassment and discrimination, and assist students and staff to make positive changes both personally and within their schools.

**Audience:** Grade 6-12, teachers and staff

**Program Components:** Needs Assessment, CPR Empowerment Workshops for students, advisors, teachers and staff, Assembly Program Planning and Development. Follow-up and support.

**Products:** After School "Spot" Trainings, One, Two and Three Day Peer Empowerment Programs, All-School Peer Assembly Program Planning and Development, and Student Transition Preparatory Programs (Elementary to Middle School, Middle School to High School, High School to College)

**Product Description:** Current Workshops offered on the following issues: (1) Peer Empowerment Program: Facilitation Skills Training; (2) Basic CPR Communications Training: Speaking from the Heart & Getting Heard; (3) Cutting Through Cliques & Going Beyond Looks; (4) Drawing the Line: Flirting or Sexual Harrassment?" (5) Created Equal: Relating Beyond Gender Roles; (6) Bridging Cultural Gaps and Building Community; (7) Stress Management and Relaxation Training: Thinking S.M.A.R.T©

**Program Focus:** Creating caring community, life/social skills, communication, leadership and facilitation skills, respect and emotional intelligence.

**Staff Development:** Teacher training's, consultations, follow up sessions

**# of schools using products/services:** Over 700 students and 200 teachers and staff have been trained using the CPR Training Model.

**Evidence of Effectiveness:** Post workshop evaluations from participants have been outstanding. A study on the program with sixth graders will be available Fall 2002.

## A VISION IN MOTION

**Program:** Speakers Bureau  
**Contact:** Jay Gittleson, President  
**Address:** 380 Washington Avenue,  
 Rutherford, New Jersey, 07070  
**Phone:** (800) 883-4147 **Fax:** (201) 939-1088  
**Web site:** www.avisioninmotion.com  
**Email:** Jay@avisioninmotion.com

**Program Description:** A Vision in Motion is a unique motivational speakers bureau which specializes in motivators who have overcome tremendous adversities and now inspire and positively shape the lives of children from grades K-12, as well as parents and educators through a variety of life-enhancing topics. Programs are custom-designed to meet each school's needs and can range from a day-long set of presentations to year-long programs with follow-up throughout the school year. Through the theme of overcoming adversity, students become aware of the limitless possibilities that exist for themselves. Students witness firsthand how speakers who have overcome physical, mental and environmental challenges have succeeded in their own character development and are now reaching out to enrich the lives of others while teaching tolerance, respect, responsibility and citizenship.

**Audience:** Elementary, Middle School, High School, Parents, Teachers, Counselors

**Program Components:** Speaker Presentations on character development, self-esteem enhancement, conflict resolution, disability awareness, overcoming adversity, peer pressure, dream-building, parenting workshops, staff development workshops.

**Products:** Newsletter to be published, follow-up exercises distributed by speakers at presentations, district-wide curriculum to be adapted to year-long programs.

**Product Description:** Newsletter will serve as feedback mechanism from students, staff and parents on an ongoing basis. Follow-up exercises address specific issues brought up in presentations and serve as a way in which students can reflect on their own behaviors and on those in their school-wide community. They also provide a basis for the meaningful follow-up with returning speakers throughout the school year.

**Program Focus:** Tolerance and acceptance of people's differences through disability awareness programs. Harmony and respect through conflict resolution programs. Self-confidence and trust through self-esteem enhancement programs. Positive visions for the future through dream-building. Bridging the gap between children and parents through parenting workshops.

**Staff Development:** Seminars/workshops, in-service workshops, follow-up sessions.

**# of schools using products/services:** Over 25,000 students have attended at least one of our speakers' presentations.

**Evidence of Effectiveness:** Testimonial letters of support from students, parents, teachers, and administrators

## ACTIVE PARENT PUBLISHING

**Program:** Free the Horses  
**Contact:** Virginia Murray  
**Address:** 810 Franklin Court, Suite B  
 Marietta, GA 30067  
**Phone:** (770) 429-0565 **Fax:** (770) 429-0334  
**Toll-free:** (800) 825-0060  
**Web site:** www.activeparenting.com  
**Email:** cservice@activeparenting.com

**Program Description:** The *Free the Horses* program uses an action-packed video story to capture attention while teaching children in grades 1 to 4 to believe in themselves, their talents and their dreams. This program is based on sound principles of cognitive behavioral psychology. The video centers on the adventures of Kelly and her friends as they face a variety of problems that children face every day. The characters (played by children) learn to handle their problems positively and courageously, while developing character, courage, responsibility, cooperation, and peer-pressure resistance along the way.

**Audience:** Children grades 1- 4, daycare, after-school programs, children's community centers, summer camps, parents, school staff, and community members.

**Program Components:** Both School and Community-based instruction and staff development.

**Products:** Program kit contains 2 videos, Teacher's Guide, Story & Songbook, Hand Puppet, 128 Self-Esteem Stickers, 24 Reproducible Activity Sheets, Activity & Adventure Guide, Cassette (songs from video) and a Completion Certificate.

**Product Description:** *Free the Horses* is a flexible program divided into 11 video and discussion lessons, designed to last 30-45 minutes each, with nine optional lessons. The Teacher's Guide gives step-by-step instructions on when to show the video and when to stop for discussion and class activities.

**Program Focus:** Studies show that children who develop *responsibility, cooperation* and *courage* have higher self-esteem, fewer behavioral problems and more courage to face life's challenges. Schools that use *Free the Horses* have had great success with the program.

**Staff Development:** One day training seminars.

**# of schools using products/services:** 200+ nation wide

**Evidence of Effectiveness:** Study conducted by Martha L. Rawls, B.S., M.Ed. A Thesis Presented to the Faculty of the Graduate School of Northeast Louisiana University in Partial Fulfillment of Degree Requirements of Education Specialist. Titled: The Effects of an Experimental Program on the Self-Esteem of Second-Grade Children as Measured by the Piers-Harris Children's Self-Concept Scale. (Available on our web site)

**Additional Programs:** Connecting With Kids; Home-boys; Think About It: Understanding the Impact of TV/ Movie Violence; Lessons from Littleton Packaging

## ARGUS by TREND

**Contact:** Jane Ross, Director, Customer Service  
**Address:** PO Box 64073, St. Paul, MN 55164  
**Phone:** 1-800-860-6762 **Fax:** 1-800-845-4832  
**Website:** www.trendenterprises.com  
**Email:** customerservice@trendent.com

**Program Description:** Comprehensive, research-based, teacher-friendly, full year, character education programs that integrate into the existing curriculum. The programs are designed to develop key character traits using literacy-based activities, which are aligned to the National Language Arts Standards. ARGUS' programs achieve the three C's that research shows are critical for a successful character education program: climate, community, and curriculum.

**Audience:** K-12 Schools

**Program Components:** A Celebration of Character: Integrating Character Education Into Your Curriculum offers schools a solid, comprehensive, teacher-friendly, engaging program which focuses on the cornerstones of character: respect, responsibility, honesty, effort, kindness, and trustworthiness. These cornerstones are taught through a series of projects that are designed to be flexible for variations and student's ability, readiness and learning styles. Building Character: Strategies for 6-12 Educators to Promote Character Development in Their Students and Classrooms contains hands-on strategies for meeting the challenges of building character in students. The authors are classroom teachers and work with students everyday. They provide creative techniques for addressing such issues as citizenship, determination, and courage. Filled with practical activities and inspiring quotes, this book is sure to become a valuable resource.

**Program Focus:** Comprehensive programs, which effectively integrate the teaching of six character traits, which can be integrated into existing curriculum.

**Staff Development:** Character Education: A Primer for Teachers which is a "how to" blueprint for teachers. This book answers questions such as "What is Character Education?" "What teaching strategies are recommended?" and "How do I choose curriculum and create lesson plans?" as well as recommends other resources and programs to meet the needs of today's teachers.

**# of schools using products/services:** materials used in over 35000 schools

**Evidence of effectiveness:** The Walnut Hill Elementary School, in Dallas, TX (US Dept of Education Blue Ribbon School and a National Character Education winning school from the National Character Education Professional Association) reports "Standards listed with the lessons make lesson plan writing easier." "The objectives were clear and appropriate."

## B'NICE NO MORE BULLIES

**Program:** NO MORE BULLIES!©  
**Contact:** Juli Savettiere  
**Address:** PO Box 9038, Morristown, NJ 07963-9038  
**Phone:** (973) 538-4795 **Fax:** (973) 539-9606  
**Web Site:** bniceproductions.com (avail. mid-2002)  
**E-mail:** bniceproductions@aol.com  
**Program Description:** Critically acclaimed, fun, easy, kid/teacher-friendly and memorable, NO MORE BULLIES!© is more than just an anti-bullying workshop – it is a character awareness program. Through age-appropriate workshops, students will be shown how they are treating each other, given alternatives to what has become habitual mean behavior, inspired to make nicer, safer and more compassionate choices, and empowered to keep each other physically and emotionally safe in school. In addition to student workshops, staffs (including lunch/playground aides) and parents receive separate trainings. The chants, rhymes and raps that make up the NO MORE BULLIES!© language is the backbone of this innovative program.  
**Audience:** K-5 Students, ENTIRE School Staffs, and Parents  
**Program Components:** Three-Pronged Approach: A. (4) Student Workshops (up to 150 students/workshop until all are complete). B. (1) Six-hour Staff Training (includes all staff and lunch/playground aides) This fun, comprehensive training teaches staffs how to simply and effectively implement this program into daily school life. C. (1) Two-hour Parent Workshop. Places parents on the "same page" as students and staff for maximum effectiveness.  
**Products:** Staff Training Manuals are included with each staff training, and detailed parent letters are provided after each workshop.  
**Product Description:** Staff Training Manuals have been called "outstanding materials that make it easy for teachers to consistently work the program in their classrooms with very little effort".  
**Program Focus:** Children have become accustomed to and comfortable with being mean. Worse yet, many **children and adults believe** in the "kids will be kids" philosophy, and that hurting each other is just a part of life. THIS CONCEPT IS ABSOLUTELY FALSE and if we can **change our thoughts** about what we deserve, we can **change our behavior as well**. NO MORE BULLIES!© evokes this change with easy strategies and tools that promote the ON-GOING physical and emotional safety of EVERYONE at school.  
**Staff Development:** Registered NJ Professional Development Provider, in-service programs, seminars/workshops, follow-up sessions, including weekend, evening and summer trainings  
**# of schools using products/services:** Over 4000 students by June 2002  
**Evidence of Effectiveness:** Many teachers report students are having greater awareness and respect for fellow students, as well as students coming forward to help those being bullied. Students report feeling safer in school, while many parents are using the NO MORE BULLIES!© language at home to help their children deal with bullying, as well as to help diffuse sibling conflicts. Reviews available upon request.

## BOULDEN PUBLISHING

**Program:** Character Education Quiz Show Pro CD Kits  
**Contact:** Linda Frechin  
**Address:** P.O. Box 1186  
Weaverville, CA 96093-1186  
**Phone Toll-free:** (800) 238-8433  
**Fax:** (530) 623-5525  
**Web-site:** www.bouldenpublishing.com  
**E-mail:** jonathan@bouldenpublishing.com  
**Product Description:** This computer based program teaches students to define and apply the featured character traits to commonly encountered situations. Twenty character traits are presented and reinforced on two CDs. Each CD has two levels of difficulty with five traits featured at each level. An upbeat game show format is used to hold students attention while they learn. Traits presented on CD #1: confident, cooperative, courteous, forgiving, helpful, honest, kind, loving, loyal, respectful and on CD #2: compassionate, dependable, determined, gentle, grateful, industrious, patient, persevering, self-disciplined, tolerant.  
**Audiences:** CD #1 Grades 2-4, CD #2 Grades 3-5  
**Program Components:** Each CD Kit contains the CD, a leader's guide, preliminary and follow-up activities.  
**Products:** Workbooks with reproducible activity pages, interactive videos and CD ROMs, classroom and small group programs, teacher guides and parent guides.  
**Staff Development:** Detailed leaders' guides.  
**# of schools using products/services:** 16,835 schools use Boulden Publishing products.  
**Evidence of Effectiveness:** Quiz show scores demonstrate participant's understanding of the definitions and applications of the traits taught. Field test results and feedback from customers using the products indicate that the products are effective in introducing and reinforcing basic concepts.  
**Other Programs Offered:** Boulden Publishing also offers a wide range of videos, books, small group programs, games, and role play materials.

Visit the NJ Department of Education  
Character Education Website

[www.state.nj.us/njded/chared](http://www.state.nj.us/njded/chared)

## CANTER & ASSOCIATES

**Program:** Teacher Education Courses in Character Education  
**Contact:** Vic Schneidman  
**Address:** 12975 Coral Tree Place  
Los Angeles, CA 90066-7020  
**Phone:** 800-733-1711 x4866  
**Fax:** 310-578-4710  
**Website:** www.Canter.net  
**E-mail:** vic.Schneidman@educate.com

**Program Description:** Canter & Associates in conjunction with Marygrove College offers graduate-level teacher education courses that focus on training teachers how to develop and foster positive character traits in their students. Each course focuses on research-based concepts that are presented and modeled in such a way that teachers can apply them to their teaching immediately.

**Audience:** K-12 Teachers and administrators

**Program Components:** There are 4 graduate-level distance-learning or professional development courses that incorporate different elements of character education: Teaching Students to Get Along (grades K-6); Strategies for Preventing Conflict and Violence (grades 7-12); Relationship-Based Classroom Management and Parents on Your Side.

**Products:** The distance-learning courses come with a study guide, a set of videotapes and a textbook. The live-training courses include a study guide, textbook, experienced trainer, and some videotapes with facilitator guides.

**Product Description:** Each study guide contains activities and information related to each lesson of the course. They also contain all required reading articles and a thematic glossary. The videotapes show experts in the field discussing pertinent information and master teachers implementing new concepts in classrooms with students.

**Program Focus:** Each course focuses on practical ways to design and implement classroom and school-wide strategies that strive to help teachers create and foster a positive classroom and schoolwide community. Other areas of focus are: developing pro-social expectations, assertiveness skills, anger management and conflict resolution.

**Staff Development:** These courses are offered in two different delivery methods—distance-learning video courses or as live training.

**# of schools using products/services:** Since 1976, more than 2 million teachers

**Evidence of Effectiveness:** Two-year longitudinal study conducted by Dr. Evelyn Ogden, Assistant Superintendent, East Brunswick School District, New Jersey.

## CHARACTER EDUCATION/T.R.E.A.T

**Program:** Character Education; T.R.E.A.T - Teaching Respect, Ethics and Tolerance

**Contact:** Ted Fattoross

**Address:** 460 Hartford Drive (Cambridge Heights),  
Nutley, NJ 07110

**Phone:** (201)933-5235

**Web site:** <http://www.TedSpeak.com>

**E-mail:** tedspeak@aol.com

**Program Description:** Focus is on addressing the presence and prevalence of social stigmas, particularly, but not limited to, race, appearance and sex. Creates awareness in several areas, including: empathy, consequences on those who judge and are judged in this manner, effectively standing up to peer pressure in a peaceful manner, and more. Includes practical application that is relevant to all program points, and encourages that application both in and outside of school. ***\*PLEASE NOTE\***Program can be modified to address student, staff, and/or parent groups.*

**Audience:** Students grades 2-12, all staff groups, and parents.

**Program Components:** Can consist of; but not limited to, one or more of the following: Interaction, role-play, roundtable, discussion groups, workshops or seminars/breakout sessions. Schools can choose to work with these components or work with our staff to develop the components that are right for their school or district.

**Products:** Including, but not limited to: Keynote addresses, breakout sessions, workshops, seminars, assemblies, panel discussions, facilitation and customized programs.

**Product Description:** Full range of speaking services for all your school or district needs.

NJ Professional Development Provider # 1034.

**Program Focus:** \*Addressing society's minimization of the importance of respect and tolerance for all. \*Educating participants away from negative stereotyping, and in how to discourage others away from it. \*Reinforcing Character Education values already being practiced at school/district. \*Providing practical application of principles as life skills rather than "school rules". \*Building the self-esteem of individuals in order to strengthen and encourage them to stand for what they believe is correct.

**Staff Development:** **YES** -- Programs are available for all staff groups, ranging from district administrators to support staff, no group too small or too large.

**# of schools using products/services:** 2,000 +

**Evidence of Effectiveness:** 4,000 events with 90% above average ratings.

**Other Programs Offered:** Including, but not limited to: Character Counts, Infusing Character Education Into Core Curriculum, Building Self Esteem, Up With Teachers, Anger/Stress Management and Conflict Resolution, Violence Prevention, Affirmative Action, ESPA, GEPA, HSPA Preparation, Bias Free Youth, Diversity Training, Subcultural Behaviorism, Parents and Education, Parental and Community Involvement, Peer Mediation Training/Mentoring/Leadership, Heroes & Kids, Project Citizen.

**\*NOTE - PROGRAMS ARE DEVELOPED BASED UPON EACH SCHOOL/DISTRICT'S NEED**

## CHARACTER DEVELOPMENT PUBLISHING

**Program:** Character Development Publishing  
**Contact:** Dixon Smith, Director of Operations  
**Address:** PO Box 9211  
 Chapel Hill, NC 27515-9211  
**Phone:** (919) 967-2110 **Fax:** (919) 967-2139  
**Web Site:** [www.charactereducation.com](http://www.charactereducation.com)  
**E-mail:** [respect96@aol.com](mailto:respect96@aol.com)  
**Program Description:** Character Development Publishing is a nationally renowned provider of character education tools and resources. They offer a wide variety of materials including Dr. Philip Fitch Vincent's best selling *Developing Character in Students: A Primer for Teachers, Parents, and Communities*. All titles are reviewed for their content and educational value. With new titles added regularly, this is a one-stop shop for the most up to date resources that will help your school or community restore a climate of civility and good character.  
**Audience:** Teachers, Administrators, Counselors, Coaches, Parents, School Board Members, Community Leaders, Business Leaders, and College Classes.  
**Program Components:** Books, Videos, Operating Manuals, Character Education Program Assessment Tool, Music, Activities, web based resources, and more...  
**Products:** All products have been reviewed by character education experts as well as used and proven invaluable in thousands of classrooms and communities across the United States and the world.  
**Product Description:** The most trusted series of staff development tools and materials available today. A diverse and comprehensive collection of resources from academic theory to day-to-day classroom activities for grades K-12.  
**Program Focus:** Best practices, restoring school civility, service learning, quality literature, teaching for thinking, and cooperative learning...all WITHOUT ADD-ONS.  
**Staff Development:** CDP/CDG is a certified NJ provider for Character Education. Authors and Consultants, Dr. Philip Fitch Vincent and Charlie Abourjilie, are available for consultation, in-service training, workshops, and keynotes.  
**# Of Schools using products/services:** Hundreds of schools and communities have utilized Character Development Publishing for their character education resource needs.  
**Evidence of Effectiveness:** Majority of business is repeat business or by referral.  
**Other Programs Offered:** Staff development workshops, keynotes, conference expertise and planning, fund development support, and web resources.

## CHARACTER LADY

**Program:** "Helping ZIP Get a Heart"  
**Contact:** Veronika Sarcone, C.S.W  
**Address:** 298 Pacific Avenue  
 Staten Island, NY 10312  
**Phone:** 718-967-4028  
**Fax:** 728-967-4028  
**Program Description:** A unique program that works on motivation. "Helping ZIP Get a Heart," puts the children in the teacher's seat as they teach a heartless robot, ZIP, about good character. In eight monthly assemblies, the children enter "Mrs. Sarcone's Laboratory" to "fix ZIP," a life-size interactive robot. (ZIP has no heart). The children will teach ZIP what is needed to grow in good character, using the Golden Rule2, "treat others as you want them to treat you" as the foundational motivation. Since good character emanates from the heart, their success in this effort will result in ZIP obtaining his heart and, of course, coming to life! Each presentation is age-appropriate, giving challenges to grow in good character, by understanding its meaning and evaluating its application to various real-life situations.  
**Audience:** K-5, staff, administrators, and parents  
**Program Component:** Assembly-formatted programs, staff development, parental involvement. The program includes a theme song, "If I Only Had A Heart" 100 reproducible transparencies, scores of games and riddles to meet objectives of review, reflexive thinking, decision-making, feelings identification and validation, and fun! Also included are graphs, literature, current events, take home reinforcement material, life-size props, costumes, backdrop, puppets, videos and skits.  
**Products:** Training manuals and seminars to duplicate program on a district level.  
**Product Description:** Lesson plans, staff memos, letters to parents, visual aids and songs  
**Program Focus:** Multimedia approach in teaching trustworthiness, respect, responsibility, fairness, caring and citizenship, with attention to the development of moral decision making, peer pressure, leadership and self-control.  
**Staff Development:** Training available for district-wide incorporation into local schools  
**# of schools using products/services:** The program has recently made its debut in two socio-emotionally diverse schools in NYC  
**Evidence of Effectiveness:** The kids! Over eight hundred letters revealing proof of achieving performance objectives and applying them. Also available are letters from principals.

## CHOICES COUNT/IT'S YOUR CHOICE

**Program:** "CHOICES COUNT!" and "IT'S YOUR CHOICE!" Assembly Programs  
**Contact:** Michael Daly, Vice President and Ronnell Buckhannon, Director of Scheduling  
**Address:** 8801 Magnolia Avenue, Santee CA 92071  
**Phone:** 619-258-0510 **Fax:** 619-258-0433  
**Toll Free:** 1-800-571-TEAM (8326)  
**Web-site:** [www.primaryfocus.org](http://www.primaryfocus.org)  
**E-mail:** [scheduling@primaryfocus.org](mailto:scheduling@primaryfocus.org)  
**Program Description:** Primary Focus is comprised of 5 Teams of 9 college-aged young people who reach out and positively impact over 1,250,000 children annually. Their mission is to teach and reinforce character based principles that children will practice for life. In collaboration with the national CHARACTER COUNTS! Coalition, the highly effective and entertaining assemblies include fun and energetic music, singing, choreography, drama, costumes, props, and audience participation. The programs are centered around the "SIX PILLARS OF CHARACTER" These pillars are: **Trustworthiness, Respect, Responsibility, Fairness, Caring and Citizenship** and they are presented as a counterbalance to the negative influences bombarding children everyday such as bullying, conflict resolution, drugs, alcohol, tobacco, gang violence, and dropping out of school. Students will leave these assembly programs not only entertained, but motivated to develop their personal skills in the area of positive choice making principles.  
**Audience:** Elementary Schools; Pre-school through sixth grade.  
**Program Components:** Live assembly programs with leave behind materials for follow-up reinforcement.  
**Products:** Compact discs, cassette tapes, VHS videos and posters. Additional products available directly from CHARACTER COUNTS!  
**Product Description:** All products centered around the SIX PILLARS OF CHARACTER. CD's and cassettes feature the music from the assembly programs. The VHS video features the entire assembly program performed live.  
**Program Focus:** To use talented and gifted young people as role models to challenge children to make right choices in the areas of caring community/empathy; ethics/moral philosophy; life/social skills.  
**Staff Development:** Conference(s) and seminars/workshops available directly from CHARACTER COUNTS!  
**# of schools using products/services:** over 5,000 schools nation wide.  
**Evidence of effectiveness:** Noted reports of reductions in suspensions, bullying, disrespect, etc. and an overall consensus by teachers and principals that the program had a positive and motivating impact on student behavior, school work and attitude.

## CURRICULUM MEDIA GROUP™

A division of Films for the Humanities & Sciences

**Program:** Curriculum Media's SMART Start Program  
**Contact:** Diane Bilello  
**Address:** 12 Perrine Road  
Monmouth Junction, NJ 08852  
**Telephone:** 800-257-5126 x8039  
**Website:** [www.films.com](http://www.films.com),  
[www.meridaneducation.com](http://www.meridaneducation.com), [www.cambridgeeducational.com](http://www.cambridgeeducational.com),  
**Program Description:** Designed around the eleven core principles of effective character education, the SMART Start Program (Standards-based Media Resources for Teachers) provides an effective and comprehensive program for all members of the value chain community. Using a "blended" learning model, SMART Start combines media resources, educational standards, classroom learning strategies and hands-on teaching tools that help educators plan, provide, and perpetuate the character education values that will last a lifetime.  
**Audiences:** K-12 students, teachers, school specialists, parents and guardians  
**Program Components:** The SMART Start "blended" learning model contains six key components: (1) Media Resources - videos, DVDs, CD-ROMs, and posters create a library of character education materials for use across curriculum areas; (2) Educational Standards – all program components are aligned with national and state educational standards for character education development; (3) Teaching Strategies – "how to" teacher's guide provides creative ideas and proven methodologies for successfully integrating the SMART Start media resources into your curriculum; (4) Teaching Tools – student workbooks, reproducible handouts, discussion questions, group activities, individual projects, self-reflection and awareness exercises, and web-based activities extend the character education process beyond the traditional classroom boundaries; (5) Evaluations – both qualitative and quantitative evaluation tools are provided to measure character education awareness and behaviors; and (6) SMART Start Workshop – an interactive workshop designed for teachers and/or parents provides an opportunity to see first-hand how these products and services can help to infuse character education into every aspect of the school's culture.  
**Products:** Grade-appropriate videos, DVDs, CD-ROMs, and posters comprise the SMART Start media resource library for K-12 students and teachers. Teacher's guides, teaching tools, evaluations and workshops also available.  
**Product Description:** Titles address respect, self-esteem, conflict resolution, peer pressure, values, coping with stress, goal setting, decision making, bullying, diversity, tolerance, fairness, caring, violence, teamwork and responsibility.  
**Program Focus:** Educational media resources combine with a "blended" learning approach giving teachers the tools they need to weave character education into their own curriculum. Program components can be mixed-and-matched to create a personalized character education roadmap for any school.  
**Staff Development:** The SMART Start Workshop is delivered through a one-day onsite interactive training session. Our program facilitators can tailor this workshop for teachers, parents, or other community members.  
**# of Schools Using Products/Services:** 10,000+ K-12 schools and educational agencies throughout the country

## DAVE STREET'S PROGRAMS

**Program:** "How To Manage Our Anger And Improve Our Planet" (Grades 5-12), "How To Make Positive Choices And Be Good Citizens When Life Is Unfair" (Grades 2-4), Building Character In The Class (Teachers)

**Contact:** Dave Street

**Address:** 312 Skene Drive  
South Plainfield, New Jersey, 07080

**Phone:** 908-757-8939

**Website:** [www.davestreet.net](http://www.davestreet.net),  
<http://www.davestreet.net/character.html>,  
<http://www.davestreet.net/schoolprograms.html#a4>

**Email:** EcoDave908@aol.com

**Program Description:** These programs illustrate how to succeed in the world by being a person of integrity and high moral character. The shows inspire students to make positive choices when life is unfair, take responsibility for our behavior, manage our anger, control our emotions in a positive way, create success in our lives and find practical solutions to problems and conflicts.

**Audience:** All grades, with grade appropriate presentations. Also available are special programs for 'at risk' audiences in alternative schools, shelters and juvenile detention centers. Also available are programs for teachers, parents and administrators.

**Program Components:** The programs are structured as theatrical presentations illustrating the various components of character education, including storytelling, the illustration of ideas, group discussion and, for younger students, role playing making good choices.

**PROGRAM FOCUS:** Getting young people (and all people) to do positive things when we are angry and emotionally upset as a premise for creating a world of success for all. Also illustrates how to create a better world by being people who keep our word to each other and bring integrity into our relationships.

**Staff Development:** Conference presentations, seminars/workshops -- an exciting keynote speaker. Dave Street is also a Certified Provider for Professional Development for teachers in New Jersey.

**# of schools using products/services:** 100+ schools and 25,000 + students and teachers yearly.

**Evidence of Effectiveness:** Repeated testimonials from students, educators and administrators indicate that the presentations have in a practical way touched the lives of the many people he's presented his programs for. Administrators have told Dave that students were discussing the ideas of the program long after he was gone and he receives e-mails from teachers and students thanking him for his advice and illustrating how they were successfully able to apply it their own lives! Dave Street has been officially honored by the NJ State Senate for his work and was appointed to the NJ Conference of Mayors



## EARTH RHYTHMS

**Contact:** Mary Durbano / The Golden Group  
**Address:** 537 Southview Avenue  
Kennett Square, PA 19348  
**Phone:** 610-925-5679  
**Fax:** 610-925-3840  
**Web-site:** www.earthrhythms.com  
**E-mail:** mdurbano@earthlink.net

**Program Description:** An interactive rhythm and global music assembly program designed to educate, develop cultural awareness and provide healthy activities that foster creative expression. Students play percussion instruments and participate in call and response activities.

**Audiences:** Elementary, Intermediate, Middle, & High School Students, Community groups, Recovery groups.

**Program Components:** Demonstration, group participation exercises, guided sound relaxation exercise.

**Products:** percussion instruments

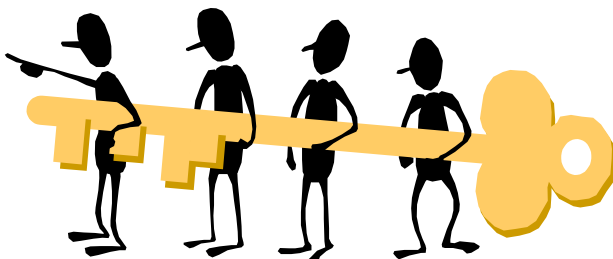
**Product Description:** Various drums, World REMO percussion, imported hand percussions

**Program Focus:** Using rhythm as a metaphor for building healthy relationships, the workshop focuses on community building, developing listening skills and new ways of communicating. Also includes respect for self and others, team building and multi cultural appreciation.

**Staff Development:** Team Building

**# of schools using products/services:** 200. Weekly programs at a major therapeutic facility. Many community groups.

**Evidence of Effectiveness:** Personal testimonials from participants. Testimonial letters from Principals. Newspaper and magazine articles. All available upon request.



Visit the NJ Department of Education

Web-site at  
[www.state.nj.us/njded/chared](http://www.state.nj.us/njded/chared)

## FAMILY SERVICE

**Program:** COLORS (Creating Optimal Learning on Racial Sensitivity)

**Contact:** Curtis A. Myers  
**Address:** 770 Woodlane Rd, Suite 57  
Mt. Holly, NJ 08060

**Telephone:** 609-518-2477  
**Fax:** 609-518-2472

**E-mail Address:** [curtism@famserv.org](mailto:curtism@famserv.org)

**Program Description:** COLORS is a student-based program that promotes greater awareness, understanding and appreciation among high school students on issues related to race relations. Selected students produce a video and discussion guide based on their experiences. Our staff trains students in their local schools to facilitate a meaningful dialogue on race relations based on the video program.

**Audience:** High school students

**Program Components:** On site training with local student delegates and planning support for implementing a school wide program.

**Products:** Video and discussion guide

**Product description:** 25 minute video that explores race relations through the eyes of high school students. The accompanying discussion guides provides a curriculum for meaningful student dialogue based on the video.

**Program focus:** Open student communication regarding race to promote conflict resolution.

**Staff development:** Staff is trained along with students.

**# of Schools using service:** 15

**Evidence of effectiveness:** Survey results

**Other programs offered:** The Prudential Youth Leadership Institute

## GLOBAL LEARNING, INC.

**Contact:** Jeffrey Brown, Executive Director  
**Address:** 1018 Stuyvesant Avenue,  
Union, NJ 07083-6023

**Phone:** (908) 964-1114 fax (908) 964-6335

**Web site:** www.globallearningnj.org

**Email:** globallearning@att.net

**Program Description:** The Conflict Mediators Program is a structured, student-base program that works with both adults and students to implement a student mediation service in elementary, middle and secondary schools, grades 3-12. Having been trained in problem solving, assertiveness, listening, and leadership skills, the student peer mediators mediate non-physical disputes among fellow students at the school. Students with conflicts seek out or are referred to Conflict Mediators instead of fighting or relying on adults to settle their problems. (This program has been adapted from the Community Boards Program since our regional training in 1987)

**Audiences:** Grades 3-12 student mediators, teachers, administrators, counselors, parents, aides.

**Program Components:** Staff development on conflict resolution and peer mediation, student mediation training

**Products:** Training and implementation manuals; resource materials

**Product Description:** These materials are designed to train student mediators as well as school staff and parents in conflict resolution and peer mediation skills

**Program Focus:** Conflict resolution, peer mediation, cross-cultural competency

**Staff Development:** Seminars/workshops, on-site consultations, follow-up sessions

**# of schools using products/services:** 60+

**Evidence of Effectiveness:** Responses from written participant evaluations have been consistently positive. An external evaluation of a three year project in two schools in Newark (Miller Street Elementary School and Malcolm X Shabazz High School) by Dr. Michael Knight of Kean College concluded that the Conflict Mediators Program has reduced conflicts and suspensions in schools and has had positive demonstrable results with the trained student mediators, with the students whose conflicts have been mediated, as well as with the faculty and staff of those schools.

## HABIT-TAT FOR YOUTH & EDUCATION

**Program:** The Caring Habit of the Month Adventure

**Contact:** Elaine Parke or Kay Brown

**Address:** 121 West New Castle, Zelienople, PA 16063

**Phone:** 724-453-0447 **Toll-free:** 866-453-8090

**Fax:** 724-453-8090

**E-mail:** allofus@icubed.com

**Web-site:** goldenrulerevolution.com

**Program Description:** Caring Habit of the Month Adventure is a prepared environment media strategy to surround students with and consistently convey one character theme for a habit-forming period of time-30 days. Other character education curriculum can be used and coordinated with this monthly strategy. For instance, in September when the Caring Habit theme is "Do Your Best", teachers are encouraged to teach words such as, Dependability, Diligence, Responsibility, etc.

**Audiences:** Grades 4-9.

**Program Components:** At school, every wall is filled with posters, bulletin boards, murals, and locker signs, many of which are created by students. The students receive homework planners, stickers, pencils and book-marks. To encourage family involvement, they receive dinner table tents to take home. Students participate in activities to learn theme-related character words all month long so that after 30 days of repetition and reinforcement, the "caring theme" becomes a "caring habit."

**Products:** There are 9 full sets of the following monthly materials: Hallway & Classroom posters, 3' x 8' BANNERS, 50-page Teacher Idea Books and Inspiration Books, Student Homework Planners, Pencils, Bookmarks, Take-Home Table Tents, Stickers, Bookmark Health Bars, Teacher Pencil Cups, and a 270 page book: Join the Golden Rule Revolution, Practice One Habit Each Month of the Year.

**Program Focus:** This program provides a sustainable year-round "cookie-cutter" strategy to strengthen the "desire" to practice good character among students by bringing everyone together in the same focus at the same time. This is how media influences youth. Habit-themes are Do Your Best, Be Patient & Listen, Positive Attitude, Community & Friends, Help Others, You Count, Resolve Conflicts, Environment, and Appreciation.

**Staff Development:** An intensive and enjoyable half-day in-service is provided at the start of each school year. School personnel, parent groups and community representatives are encouraged to attend.

**# of schools using service/products:** Currently 10 schools serving nearly 6,000 students are involved. 25 schools are projected by September 2001.

**Evidence of Effectiveness:** Administrators agree that tension in the school has been reduced and caring increased. One student commented, "I am now nice to people I used to be mean to." Statistical Improvements at Aliquippa Middle School (600 students) between 1998 and 2000 include: Honor Roll increase of 18%, doubled homework completion rate, 25% reduction in detentions and expulsions, 85% students reporting more caring respectful behaviors.

## HAMMOND & STEPHENS

**Contact:** Terry Meyer  
**Address:** P.O. Box 629, Fremont, NE 68026  
**Phone:** 402-721-1800 **Toll free:** 800-228-9875  
**Fax:** 800-633-0630  
**E-mail:** sales@hscom.com

**Program Description:** Character education student planner supplements, for students of all ages and grade levels, the defining and describing of what character traits are and how they affect students on a daily basis offering explanation of how people grow up with a set of basic character traits and values. Also the more we practice using these values the more we can build strong character.

**Audiences:** Elementary, middle / junior high, high school students, educators, administrators, parents, family and community members.

**Program Components:** Explanations and descriptions of individual character traits, that will offer students content for thought provoking discussion.

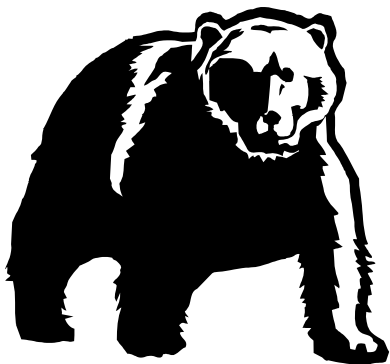
**Products:** Student planners and videos that contain character building education information.

**Product Description:** Character education teacher planning guides for elementary, middle / junior high, and high school grade levels. An eight-page supplement for student planners in age appropriate levels to be used as a tool in teaching character education.

**Staff Development:** Teacher planning guides for all grade levels, which includes a variety of teaching tips and exercises for expanding areas of character development in the classroom.

**# of schools using products / services:** Not available at this time.

**Evidence of Effectiveness:** The implementation and usage of student planners in schools has been increasing over the last decade. This increase also substantiates the need for organizational skills, as well as the importance of information regarding character education to be offered.



## INNERCHOICE PUBLISHING

**Program:** Impact  
**Address:** 24426 S. Main Street, Suite 702  
Carson, CA 90745  
**Phone:** 800-662-9662 **Fax:** 310-816-3092  
**Website:** www.jalmarpress.com  
**Email:** jalmarpress@att.net

**Program Description:** 7-12 level: Impact: A Self-Esteem Based Skills Development Program for Secondary Students. This "sharing-circle" driven program facilitated the growth of secondary students by teaching the skills that are essential to life-long learning and success. Over 200 motivating students activities are cross-correlated to curriculum content and are grouped into 11 themes: Communicating Effectively; Self-Awareness; Making Decisions; Setting and Attaining Goals; Solving Problems; Relating to Peers; Team Building; and Careers. Leadership 2000: Preparing teens for Life, Work and Leadership. Contains a curriculum guide and reproducible activity sheets. Covers the following topics: Wellness and Fitness, Interpersonal Skills, Friendship, Inclusion and Interdependence, Goal Setting, Decision Making and Problem Solving, Team Building, Leading and Following, The Leader's Tool Kit, Conflict Resolution, Self-Determination and Personal Mastery, Peer Coaching, and Responsibility and Community Outreach.

**Audience:** Middle and High School students

**Program Component:** Impact includes a curriculum guide, a book containing additional fully developed circle session discussion topics, a circle sessions rules poster, a packet of student worksheets reproducible masters and four circle session procedure sheets to facilitate student leadership. Leadership 2000 includes the following Leader's Manual and Curriculum guide and reproducible Student Workbook Sheets.

**Program Focus:** Both programs are meant to develop "character-conscious" students who become compassionate life-affirming members of society, who have the skills to carry out that commitment, and who are dedicated to life-long learning.

**Staff Development:** Each program can be run by a school independent of outside consulting help.

**# of schools using products/services:** Impact has been implemented in over 5000 schools nationwide

**Evidence of Effectiveness:** Impact was originally developed for the New York City Board of Education and was evaluated for effectiveness and ease of use during the entire development stage. Leadership 2000 was developed for the US Department of Health and Human Services and was extensively field tested for effectiveness and ease of use in Texas and through the Office of Migrant Education in California

## INNOVATIVE LEADERSHIP IN THE DELAWARE VALLEY

**Program:** Being Yourself/I-Sight Program  
**Contact:** Ellen Hohmann, President  
**Address:** 732 Society Hill Blvd.,  
 Cherry Hill, NJ 08003  
**Phone:** (856) 489-8665  
**Web Site:** innovativeleadershipdv.com  
**Email:** ehohmann@innovativeleadershipdv.co

**Program Description:** A comprehensive character education development program designed for youths with complementary workshops for educators and parents. The program helps youths and adults manage themselves more effectively when relating to people and situations. The participants learn how they experience success, and may at times inhibit or limit the success they experience.

**Audience:** 12-18 yrs., educators, parents

**Program Component:** The program utilizes a research-based instrument for self-assessment and is presented as ten one hour lessons to students in a classroom on a variety of small group settings. The instructor has the flexibility to present the lessons in a format that meets scheduling needs and is easily integrated into existing curriculums. Complementary workshops (half day) for educators and parents are recommended to complete the cycle necessary for a comprehensive approach to character education

**Products:** Program includes self-assessment instrument, workbooks, facilitator guide, handouts and overheads

**Product Description:** The Being Yourself curriculum is easy to follow for both students and teachers utilizing active learning experiences. The participant's workbook and learning instrument is simple but creative. The facilitation guide is well organized and informative. Each lesson provides a plan or can be used as a guide. Materials can be purchased separately or as a package.

**Program Focus:** The curriculum focuses upon developing enhanced self-awareness and self-management competencies as well as laying a foundation for improved social skills. Participants begin to gain a more realistic perspective of self as well as a greater understanding and appreciation of others. The program presents important and timely concepts that can immediately be transferred into actions applied to everyday life.

**Staff Development:** Facilitation and curriculum training workshops for educators are available to support implementation. Optional in-service/Professional Development and developmental sessions can be conducted for the staff.

**# of schools using products/services:** Curriculum materials have been purchased for schools in twenty-six different states, Canada and United Kingdom since January 2000. over 10, 000 self-assessment instruments have been purchased.

**Evidence of Effectiveness:** Evaluations submitted by teachers, principals and educators indicate the excellence of course materials, ease of usage, relevance and appropriateness or topics. Many educators report a noticeable improvement in behavior over time. Testimonial letters from educators are available upon request.

## INTERGRATING CHARACTER INTO TECHNOLOGY

**Program:** Integrating Technology Into  
 Character Education  
**Contact:** Lori Mangano  
**Address:** 7217 Atlantic Avenue  
 Ventnor, New Jersey 08406  
**Phone:** 609-822-8474  
**Email:** Lrmangano@aol.com

**Program Description:** Our program is designed to use technology in order to create a collaborative and supportive learning environment that implements character education across the curriculum while allowing students to work with their peers and form their own opinions on mortality. Teachers will facilitate, lessons and technology will be customized for each school district and community accordingly.

**Audience:** Middle School (Grades 5 to 8)

**Program Components:** Staff development and training, lesson plans and multimedia CDs.

**Products:** Curricula, multimedia CDs, teacher guides

**Product Description:** Multimedia CDs that utilize the Internet for research as well as incorporate character lessons. Each lesson is designed in accordance to the needs of the students and their community.

**Program Focus:** Our program focuses on using technology infused classrooms that will allow students access vast amounts of information in order to provide a stage for moral growth and reasoning. We eliminate the directive approach to teaching character and focus more on the students as learners. Concepts to be taught are designed according to staff and student surveys.

**Staff Development:** On site development that will include technology training, follow -up sessions

**Evidence of Effectiveness:** Student enthusiasm, administration and teacher comments

## JALMAR PRESS

## KAYE'S COMMUNICATION

**Program:** The Esteem Builders' Complete Program  
**Contact:** Cathy or Bradley Winch  
**Address:** 24426 S. Main Street, Suite 702  
Carson, CA 90745  
**Phone:** 800-662-9662  
**Fax:** 310- 816-3092  
**Website:** www.jalmarpress.com  
**Email:** jalmarpress@att.net

**Program Description:** A fully-integrated, comprehensive K-8 program for students, teachers, parents, trainers, school support staff, and the community to improve achievement, behavior and school climate. Based on over 20 years of researched and field-tested strategies, the program provides a sequential model designed to help Build Character, Conflict Resolution Skills, Develop Social, Emotional and Personal Competence and Responsibility, Problem Solving Skills, Increase Student Resilience, Self-Acceptance, Coping Skills, and Create a Positive School Climate where learning can flourish. All of the student activities are fully cross-correlated to curriculum content and to grade levels so that teachers can easily drop them into their existing lesson plans. The entire program contains over 1200 activities that are cross referenced throughout the individual components.

**Audience:** K-8

**Program Components:** 1) The Teacher Curriculum Guide (with over 250 activities to use with students) 2) Staff Development Guide 3) Home Component 4) Trainers Manual 5) Audio Cassettes 6) Posters for Classroom 7) Resource Book 8) Overview of Entire Program

**Program Focus:** Character Development, Personal, Emotional and Social Competence and Responsibility, Problem Solving Skills, Conflict Resolution Skills, Resilience, Self-Acceptance, Coping Skills, Positive School Climate

**Staff Development:** One of the eight components of the program is dedicated to Staff development.

**# of Schools using product:** Thousands of educators worldwide are utilizing the curriculum guide.

**Evidence of Effectiveness:** A pilot study was done over a period of one year involving 1030 students in 3 different schools in North America. The teachers were required to use at least one 15 minute activity from the curriculum guide three times a week for the year study. The results were analyzed by statistical consultants at Wright State University showed significant increases in 11 academic self concept behaviors in all students at all sites. There was a 46% reduction in detention incidences, 41% reduction in physical aggression incidences, 36% reduction in verbal aggression incidences. 80% or greater of teachers at all sites perceived significant changes in students' prosocial behaviors.

**Contact:** Sales Manager – Laura Feldner  
**Address:** 503 Broadway, Fargo ND 58102  
**Phone:** 701-476-2000  
**Toll Free:** 866-211-6123  
**Fax:** 866-211-6124  
**Website:** www.kayescommunications.com  
**Program Description:** Lesson Plans and Character guidance for student and teachers  
**Audience:** Kindergarten through 12<sup>th</sup> Grade  
**Program components:** Lesson Plans monthly  
**Products:** Primary (K-2), Elementary (3-5), Middle (6-8), and High School (9-12) student planners.  
**Product Description:** Student Planners  
**Program Focus:** Incorporating Character Education into the daily lesson plan.  
**# Of Schools using the product:** approx 400  
**Other programs offered:** Career Education

## KELLY BEAR PRESS, INC.

**Program:** Kelly Bear C.A.R.E.S. (Character And Resiliency Education Skills) Program (The Kelly Bear Resources are distributed by The Bureau For At-Risk Youth, 1-800-99-YOUTH)

**Contact:** Leah Davies, M.Ed., Author

**Address:** 20493 Pine Vista Drive, Bend, OR 97702

**Phone:** 541-330-6122 **Toll-free:** 1-800-755-7899

**FAX:** 541-330-6846

**Web-site:** [www.kellybear.com](http://www.kellybear.com)

**e-mail:** [kellybear@bendcable.com](mailto:kellybear@bendcable.com)

**Program Description:** A comprehensive, research-based, full year curriculum that includes student participation, role plays, modeling, worksheets, songs, videos, CD-ROMS and a parent (family) involvement component. The multimedia curriculum promotes pro-social student behaviors with lessons on self-respect, understanding of self and others, social competence, self-control, problem solving/anger management, respect for individual differences, healthy living choices, perseverance, refusal skills, personal safety, and positive character traits.

**Audiences:** The materials are designed specifically for children in kindergarten through third grade.

**Program Components:** The Kelly Bear C.A.R.E.S. Program includes an Instructor's Manual containing 16 detailed lesson plans, Evaluation Forms for children, teachers, and parents and handouts for parents. Also included are 3 books, 45 reproducible student worksheets with directions, 7 videos with Leader's Guide, 3 CD-ROMS, 4 posters, hand puppet, cassette of songs, paw stamp and 100 stories.

**Products:** A complete line of Kelly Bear character building materials are available including books, videos, and curriculums. See Materials at website.

**Product Description:** The Kelly Bear resources are dedicated to helping children grow into honest, capable, responsible, caring children and teens.

**Program Focus:** Teach children how to live safe, healthy lives with integrity.

**Staff Development:** Included in each Kelly Bear CARES Program Kit is a comprehensive Instructors Manual. No additional staff training is necessary.

**Number of schools using products/services:** 9,000+. There are over 250,000 Kelly Bear books being used with children throughout the United States and overseas.

**Evidence of Effectiveness:** See Kelly Bear Program Research under Materials at [www.kellybear.com](http://www.kellybear.com). Updated evaluations of the Kelly Bear C.A.R.E.S. Program will be available June, 2003. Kelly Bear is my partner in Character Education. "His gentle and caring nature makes Kelly a role model for all of us" Suzanne Gwaltney, school counselor, Pamlico County Primary School, NC. See Quotes at website.

**Other Programs Offered:** A new, 3-Part Violence Prevention Video Program and a Drug Awareness Prevention Program (DAPP).

## KIDSBRIDGE, INC

**Program:** Kidsbridge, Inc.

**Contact:** Linda Richardson, Education Director

**Address:** P.O. Box 4561  
Trenton, NJ 08611

**Phone:** (609) 396-4300

**Fax:** (609) 581-0293

**Web site:** [www.Kidsbridgemuseum.org](http://www.Kidsbridgemuseum.org)

**E-mail:** [Lynnekidsbridge@aol.com](mailto:Lynnekidsbridge@aol.com)

**Program Description:** Multicultural storytelling for grades Pre-K through 6 ; multicultural training and workshops for educators. Kidsbridge, Inc. is a non-profit organization dedicated to the celebration of human diversity. Outreach programs for students and professional development programs for educators are designed to increase the understanding and appreciation of the strengths and opportunities that are inherent in the diverse cultures of our community and our world. By providing creative educational forums, we strive to prepare children to be successful in a global society, while instilling the time-honored values of cooperation, independent thinking, peaceful interaction and teamwork.

**Audience:** Children, ages 2 through 12 years ; teachers and student teachers for this age group.

**Program Components:** Outreach school programs, including multicultural storytelling for Pre-K through 6 grade; teachers' workshops on multicultural storytelling; teachers' workshops on the use of storytelling as a means of character development.

**Products:** Instructional Packet of Educational Activities

**Product Description:** Each storytelling component includes an instructional packet to enhance the storytelling experience through a variety of interdisciplinary pre- and post-visit activities.

**Program Focus:** Appreciation of our own and other cultures; learning values through literature and interactive education.

**Staff Development:** On site workshops are available.

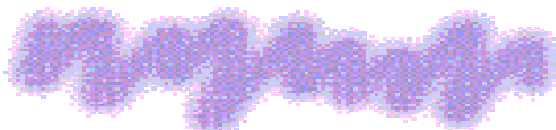
**# of schools using products/services:** 50+

**Evidence of Effectiveness:** Evaluation has been consistently positive. Educators are definitely interested in finding ways to bring quality multicultural education into the classroom. Outcomes for students include improved self-esteem; character development; cultural awareness; appreciation of diversity; augmented language arts and literacy skills. Educators who attended professional development workshops indicated excitement over learning innovative methods to include character education and multiculturalism in the curriculum.

**Additional Programs:** Summer Leadership Program for Youth (focuses on improved self-esteem, character development, and cultural appreciation.)

## LET'S MAKE MAGIC

**Contact:** Lynda Brown  
**Address:** 24 Sunset Drive  
North Caldwell, NJ 07006  
**Phone:** (973) 228-5976 **Fax:** (973) 226-0572  
**Program Description:** Among educators, there has been a growing concern about children's lack of respect and caring for each other and a need to address these social responsibilities. Our program works to develop character strengths through positive reinforcement. It effectively reinforces ethics and values.  
**Audiences:** Public and private school students, ages 5-12, and special needs students also included.  
**Program Components:** Social awareness, positive reinforcement, social success, character building, reinforces ethics and values, develops negotiation skills and social interaction.  
**Products:** Trading cards, posters, binders with school name, pyramid of complete trading card collection, trading card pages.  
**Product Description:** Children are provided with binders containing clear plastic inserts with pockets that hold single cards. Teachers distribute cards randomly to reward positive acts and appropriate behaviors. Children then trade these cards with the goal and challenge of collecting set of 52 cards.  
**Program Focus:** The focus of the program is to encourage the children to practice positive behaviors, be rewarded with trading cards and develop negotiation skills and positive peer social interactions by trading cards.  
**Staff Development:** On-site consultations, program overview and contact with other schools currently using the program.  
**# of schools using products/services:** Since beginning in 2000, seven schools are currently using this program.  
**Evidence of Effectiveness:** Having revisited the schools using the program, the teachers and students have reported great enthusiasm for the program and have seen an increase in the following areas: kindness, social interaction, negotiation skills, and social awareness. The teachers can't believe how easy the program is to use and how there is no EXTRA work for the teachers.



## MAD SCIENCE OF CENTRAL JERSEY, LLC

**Contact:** Kenneth Kahn  
**Address:** 17 Danielle Court, Jackson, NJ 08527  
**Phone:** (732) 905-7007 **Fax:** (732) 905-7222  
**Web-site:** www.Madscience.Org  
**E-mail:** kkahnl@optonline.net  
**Program Description:** A series of in-class workshop programs designed to supplement and enhance, through hands-on experiments, the science education experience of young children.  
**Audiences:** Pre-K and Elementary school children – ages 3 through 12.  
**Program Components:** All areas of science: Physical, Earth/Space, Life and Technology.  
**Products:** All Mad Science Workshops are correlated to the National Science Education Standards and state curriculum requirements. Our instructors use scientific equipment to perform exciting demonstrations and to lead hands on, inquiry-based experiments. Workshops are accompanied by a pre and post package complete with experiments, book resources, language arts, math, social studies and art extension activities.  
**Product Description:** Visual aids, resource material, demonstrations, take home projects, web sites, raw materials to create experiments, cooperative learning and interactive activities and discussions.  
**Program Focus:** The Mad Science Group® is the world's leading fun science provider that delivers exciting, hands-on and educational science experiences! Our mission is to spark the imagination and curiosity of children everywhere. We do this by providing them with fun, interactive and educational activities that instill a clearer understanding of what science is really about and how it affects the world around them. By having our Mad Science instructors follow an inquiry-based approach to science education, children are provided opportunities to develop their inquisitive and independent thinking skills. Students frequently work in groups to perform science experiments, which help to emphasize the collaborative nature of science. These groups promote consideration, cooperation, pro-social behavior and sharing. Additionally, they assist with the development of attitudes of respect for the ideas of others and the necessity to be a responsible team member to ensure that experiments are properly conducted.  
**Staff Development:** Teacher trainings/Seminars.  
**# of school using products/services:** Over 5,000 worldwide.  
**Evidence of Effectiveness:** Evaluations submitted by parents, teachers, principals and educators indicate excellence of course material and relevancy and age appropriateness of topics covered. Testimonials as well as an ever growing family of corporate partners such as: The Kennedy Space Center, NASA and Scholastic Books, attest to our commitment to children's science experience

## MATT BELLACE PRESENTATIONS

**Program:** Matt Bellace Presentations  
**Contact:** Matt Bellace, M.S, M.A  
**Address:** 2200 Ben Franklin Parkway,  
Suite E1211, Philadelphia, PA 19130  
**Phone:** 215-665-8447  
**Web Site:** [www.mattbellace.com](http://www.mattbellace.com)  
**Email:** [mattbellace@att.net](mailto:mattbellace@att.net)

**Program Description:** How to Get High™ this is an entertaining and informative program that uses humor, demonstrations and stories to convey the message that LEADing a healthy life can also be fun. Matt brings together his abilities as a motivational speaker, stand-up comic and a student of science with his experiences founding a student organizations and being a member of a Greek system. Using LEAD as an acronym, Matt encourages students to look towards the positive in life (L) explore their motivation (E), act by achieving natural highs (A) and dedicate themselves to goodness (D). this is an interactive keynote with emphasis of giving examples of what it means to get naturally high.

**Audience:** Grades 4-12th

## MILLION DOLLAR MACHINE (MDM) - LIFE SKILLS TRAINING PROGRAM

**Contact:** Jeanne Burckhardt  
**Address:** RoboMedia, Inc., 12 Phillips Road  
Mt. Holly, NJ 08060  
**Phone:** 609-261-2162 **FAX:** 609-261-1512  
**Toll Free:** 800 262-2162  
**Web site:** [www.LifeSkills4Kids.com](http://www.LifeSkills4Kids.com)  
**E-mail:** [Jeanne@lifeskills4kids.com](mailto:Jeanne@lifeskills4kids.com)

**Program Description:** This program is a scientifically validated life skills training program that helps children develop a broad range of personal, social, cognitive and environmental skills. MDM's character education components promote self-respect and self-responsibility while motivating children to maintain positive relationships and respect for others. MDM also inspires children to protect themselves from various threats in their lives while motivating them to reach their full potential.

**Audiences:** Recommended for children in grades K-6.

**Program Components:** Assessment, civic education, community involvement, moral development, school programs, staff development, and teacher education.

**Products:** Assembly presentations, lesson plans, free newsletter, free educational resources through web site.

**Product Description:** MDM's training-live assembly programs are presented by a multi-media robot teacher and includes a complete written curriculum. Teacher's Guides (K-6) include: over 1,200 integrated activities and discussion topics, 80 interactive parent/child worksheets and implementation guidelines. Web site: Resources for teachers, counselors and parents including free lesson plan downloads, free e-mail, a free life skills newsletter and information about school assembly programs and purchasing complete life skills lesson collections.

**Program Focus:** Comprehensive life skills and character education lessons for K-6 students focusing on Self-Awareness, Social Skills, Decision Making, Drug Awareness, Refusal Skills and Earth Skills.

**Staff Development:** Educators who attend the live assembly receive training simultaneously with their students. Printed materials include detailed lesson implementation instructions for teachers and parents.

**# of schools using product/service:** Since 1986, more than 2,500,000 children and 100,000 teachers in 43 states.

**Evidence of Effectiveness:** Five scientific studies (Columbia University, University of Medicine & Dentistry New Jersey, Vanderveer Research Group) have shown improved student skills and attitudes, greater happiness and self worth, excellent retention, and a decrease in actual and potential substance abuse. Also, it has shown high levels of teacher and student satisfaction with this program. In 1989, President Bush recognized MDM with a Presidential Award for Private Sector Initiatives at the White House.

# MOBILE EDUCATION PRODUCTIONS

**Program:** Mobile Ed Productions, Inc  
**Contact:** Diane Iwinski  
**Address:** 26108 West Seven Mile Road,  
Redford, MI 48240-1845  
**Phone:** 800-433-7459, 313-533-4455  
**Web Site:**

[www.mobileedproductions.com](http://www.mobileedproductions.com)

**Email:** [mobileedpr@aol.com](mailto:mobileedpr@aol.com)

**Program Description:** Mobile Ed Productions, Inc, produces over 20 quality educational, yet entertaining programs, in the areas of science, history, technology, writing, math, health, astronomy, and live animals. Programs have been produced since 1979 and performed throughout the U.S.

**Audience:** Designed for K-8<sup>th</sup> grade. Besides our regular day school programs, we have evening family nights and special weekend activities

**Program Component:** Programs include a general 45 minute school-wide assembly. Many of our programs have hands-on workshops following the school wide assemblies. A second format is all day programs allowing several programs to be conducted on a grade level basis throughout the day.

**Products:** "Chemistry, It Really Matters;" "Physics is Fun;" "Lights, Camera, Action;" "Thomas Edison;" "Mark Twain;" "Reptiles are Cool;" "Abe Lincoln;" "The Earth Dome" "The Body Shoppe" "The World of Light" "Starlab Planterium" "The Magic of Science" "Women in History" "Our World of Robotics" "Martin Luther King, Jr." "Animals and the Environment" "Our World and the Environment" "Young Authors Day" "Animals and Their World"

**Program Focus:** These curriculum enhanced programs are brought into the school and presented in a fun entertaining manner. Each program is directly suited to the age of the audience increasing the level of education and excitement. They are designed to assist in the state testing of these different studies.

**# of schools using products/services:** programs are presented in over 5000 schools a year in 30 states. Mobile Ed currently services over 400 schools in NJ alone.

**Evidence of Effectiveness:** Each program has numerous evaluations from parents, teachers, principals, and educators on file. While too numerous to list all program evaluations, several are available on our web site on each of our programs and in each state we service. Mobile Ed has been endorsed by Dow Chemical Company, Matheson Gas Products, and Union Carbide

## Have You Checked the Checklist?

Refer back to the **Program Review Checklist** for guidance in selecting character education programs and curricula.

## Visit the NJ Department of Education

<http://www.state.nj.us/education/>

The New Jersey Department of Education does not endorse any specific program models, organizations, resources, web-sites, materials, presenters or evaluators.

# MOTIVATIONAL EDUCATIONAL TRAINING COMPANY, INC

**Program:** *POWER SKILLS To Empower Students™*

**Contact:** Trish Schuller, Director of Programs

**Address:** Summit Square Center Suites 1-DEF,  
Langhorne, PA 19047

**Phone:** 215-579-0910 **Fax:** 215-579-0920

**Toll Free:** 800-300-0003

**Web Site:** [www.metc.com](http://www.metc.com) **E-mail:** [info@metc.com](mailto:info@metc.com)

**Program Description:** *POWER SKILLS™* is unique because it's like nothing else! *POWER SKILLS™* boosts academic health PLUS teaches students how to care for their own character health. *POWER SKILLS™* gives students PRIDE to become an "academete" in the same way they can become an athlete! *POWER SKILLS™* inspires and motivates students to WANT to USE their skills; knowing them is NOT enough! *POWER SKILLS™* offers empowering alternatives to habits that are robbing students of their dignity and destiny. *POWER SKILLS™* teaches "State of the Mind" and "State of the Art" strategies to improve living and learning skills. *POWER SKILLS™* mentors students through coaches who are chosen because they are special; then specially trained.

**Audience:** Students, Parents, Administrators, Teachers, Counselors, Grandparents, Social Workers, Health Professionals, and ALL Caring Adults

**Program Components:** Self & Life Skills, People & Family Skills, Academic & Workplace Skills Accepting Responsibilities, Standing Up to Peer Pressure, Focusing on the Future, Taking Action on Goals, Aiming for Productivity, Making Choices and Accepting Consequences, Trusting a Mentor and Seeking Guidance, Accepting Positional Authority, Reframing Negatives Into Positives Transitioning from School to the Workplace, Benefiting from Reality Therapy, Growing Through a Positive Attitude, Avoiding Procrastination Through Determination, Organizing Time: Chores, Assignments, Play, Understanding Group Dynamics, Exercising Behavior Modification, Instilling: Self-Motivation, Self-Discipline, Self-Confidence and Self-Esteem, Improving Listening Skills & Learning Styles, Taking Notes (Textbook and Class), Scoring Higher on Tests (Standardized & Class), Thinking More Critically and More Deeply, Reading for Better Comprehension & Main Idea, Training in Effective Memory Techniques, Handling Personality Conflicts with Teachers, Accepting Positional Authority

**Products:** Offerings include Top-flight™ Professional Development In-services, Corporate Solutions™ Business Seminars, Parents Empowering Parents™ Workshops, *POWER SKILLS To Empower Students™*, and High-Score Test Prep Strategies™. All workshops can be tailored to meet the needs and goals of individual schools. Materials, including binders, activity kits, props, and incentives, tapes and bookmarks are available.

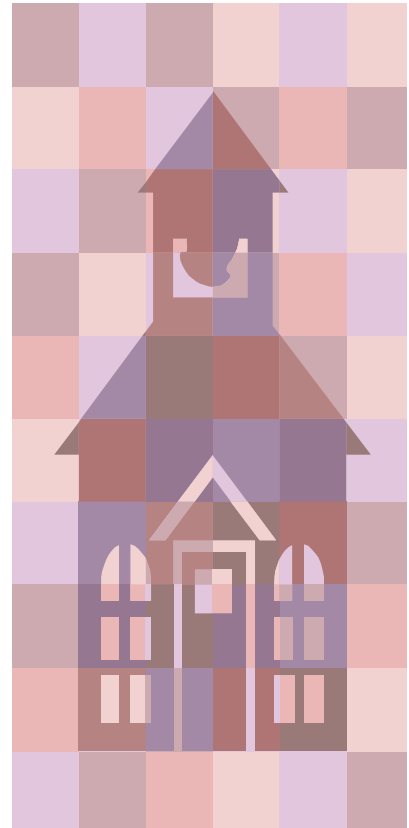
**Program Focus:** Education and Character Development through Self and Life Skills, People and Family skills, Academic and Workplace Skills.

**Staff Development:** Services are available from Train-the Trainer programs to mini-workshops and presentations to keep everyone on the same page, same day, same way.

**# of schools using services:** Hundreds nationally

**Evidence of Effectiveness:** Superintendent, principal, guidance counselor, student and parent testimonials are available as well as statistics kept on participants showing pre and post workshop achievement levels

**Other Programs Offered:** Offerings include Top-flight™ Professional Development In-services, Corporate Solutions™ Business Seminars, Parents Empowering Parents™ Workshops, *POWER SKILLS To Empower Students™*, and High-Score Test Prep Strategies™. All workshops can be tailored to meet the needs and goals of individual schools.



## MUSIC CONNECTING CHARACTER

**Program:** Music Connecting Character  
**Contact:** Bert Stronstorff  
**Address:** 809 Olive Street, Florence, NJ 08518  
**Phone:** (609) 499-1910 **Fax:** (609) 499-8339  
**Toll-free:** 1-800-294-7471

**Web-site:** [www.musicconnectingcharacter.com](http://www.musicconnectingcharacter.com)

**E-mail:** [bstrons@netzero.net](mailto:bstrons@netzero.net)

**Program Description:** MC2 (MC Square) is a band that gives assembly programs using music, skits, and audience interaction to support, reflect, and encourage character development for today's students and families. Concepts focus on the universal values such as respect (for self and others), responsibility, while driving home the value of concentrating on positive interactions with others. The supporting music is both original and popular, and always reinforces the concepts presented in the shows.

**Audiences:** There are four shows: Three are for school aged children Grades (K-2) "Respect, Responsibility and Friends" Grades (3-6) "Character Power), and Grades (6-8) "The Character Code". One show entitled, "A Celebration of Character" is for Communities/Families.

**Program Components:** Assembly programs using music and skits with character development themes. All classroom teachers in attendance receive an original, age appropriate MC2 CD to support their efforts in character education. It Takes a Community...(To Develop Character) for K-4 (24 songs) or "Our World" for grades 5-8 (13 songs)

**Products:** In addition to the shows, there are CDs available with songs for grades K-4 "It Takes a Community...(To Develop Character)" and grades 5-8 "Our World." There are also t-shirts with the MC2 logo, and posters to support the message.

**Product Description:** These materials provide teachers, parents, students and community members with concepts/themes that support feelings of self worth and encourage positive lifestyle choices.

**Program Focus:** The assembly programs focus on: the importance of developing a positive attitude, showing respect for self and others, responsibility concerns, promoting acceptance/tolerance, awareness of good citizenship, the value of cooperation, and developing a positive work ethic.

**Staff Development:** Available for Character Education program development and consultation.

**# of schools using products/services:** (Since inception in 2000 dozens of school/community programs.

**Evidence of Effectiveness:** Evaluation forms from teachers, principals, staff and PTA personnel have been very positive. Comments/references available upon request.

## ONLINELEARNING.NET & UNIV. OF SAN DIEGO

**Program:** Certificate in Character Education  
**Contact:** Jennifer Teasdale  
**Address:** 12975 Coral Tree Place

Los Angeles, CA 90066-7020

**Phone:** 800-733-1711 x4361

**Fax:** 310-578-4710

**Website:** [www.onlinelearning.net](http://www.onlinelearning.net)

**E-mail:** [jennifer.teasdale@educate.com](mailto:jennifer.teasdale@educate.com)

**Program Description:** The first program of its kind in the nation, this series of courses from the University of San Diego's Division of Continuing Education leads to a Certificate in Character Education. The program is designed to integrate practical knowledge and current research about moral development, conflict resolution, ethics, values and citizenship for P-12 educators interested in character education. Educators trained in character education are best equipped to affect change in the school climate and culture and help their students develop positive values while learning subject area concepts and skills.

**Audience:** P-12 Teachers

**Program Components:** There are 3 instructor-led, online courses in the Character Education Certificate program: Character Education: A Comprehensive Framework and Introduction; Character Education: Curriculum and Teaching; Character Education: Program Effectiveness, Best Practices and Resources.

**Products:** Each course has an accompanying textbook, course reader, CD or video that supports and supplements the course content.

**Product Description:** Educating Hearts and Minds: A Comprehensive Character Education Framework (textbook); Character Education: A Comprehensive Framework and Introduction (video); Character Education: Best Practices and Resources (course reader); Character Education: Program Effectiveness (CD); Character Education: A Primer for Teachers (textbook); Character Education Curriculum and Teaching (CD)

**Program Focus:** The general program topics are: Development of good character; How character education can reduce violence, increase resolution of conflict and student achievement; Applying best advice of the experts; Applying a framework to a character ed program; Involving parents and the community; Designing and implementing character education programs; Designing an action plan for students to develop values and ethics.

**Staff Development:** These courses are delivered online, using an instructor-led model.

**# of schools using products/services:** 100

**Evidence of Effectiveness:** Course evaluations show an overwhelming satisfaction rate that the course contents effectively addressed the needs of teachers. Instructors consistently score 1.4 on a 1-5 scale that rates effectiveness.

## ORGANIZATIONAL GROWTH

**Program:** Strategies to Increase Respect for Others, Cross-Cultural Understanding & Tolerance for Differences

**Contact:** Nate Terrell or Ed Scully

**Address:** 693 Franklinville Road  
Mullica Hill, NJ 08062

**Phone:** 856-223-1231

**Email:** natet@snip.net, escully@aol.com

**Program Description:** As lead trainers for Organizational Growth, Inc. Anita Foeman Ph. D and Nate Terrell, LCSW conduct dynamic and highly interactive workshops that enable participants to learn and practice strategies they can use to promote respect for others, cross-cultural understanding and tolerance for differences and develop a school community within which every student feels safe and secure, diversity is celebrated and bullies and the bullied receive the help they need. Anita and Nate draw on their extensive experience from working with schools and the insights they have gained as partners in an interracial family.

**Audience:** Students, teachers, administrators, support staff and parents.

**Program Component:** workshops that incorporate presentations, small and entire group discussions and experiential activities such as role-plays, which are designed to teach specific skills.

**Products:** "How to" materials and handouts that may be used to continue and "grow" the program within schools, school districts and communities.

**Product Description:** Unique materials that have been developed and offered in training programs dealing with cultural and gender issues, conflict resolution, tolerance for differences, etc. that can be tailored especially to resolves the problems of a particular school, school district and community.

**Program Focus:** Enable participants to develop the attitudes, behaviors and skills necessary to build a school community within which all students treat each other with respect and differences among students are celebrated rather than causing conflict.

**Staff Development:** Continuing education, professional development and training programs designed to meet the needs of students, staff, parents and administrators.

**# of schools using products/services:** Over the past ten years, Anita and Nate have provided training for many schools throughout NJ. They have also twice facilitated "Unity Day" for Gloucester County HS students and the "One America" celebration at the Gloucester County Institute of Technology that was shown on TV in South Jersey.

**Evidence of Effectiveness:** Letters for organizations that have used Organizational Growth and frequent requests for continued training programs indicate that program offerings have been highly effective in helping participants to learn specific strategies they can use to increase respect for others, cross-cultural understanding and tolerance for differences.

**Other Program Offered:** Strategies for Effective Conflict Resolution, Strategies for Effective Leadership and Management, Team and Community Building,

## PERFORMANCE RESOURCE PRESS

**Contact:** Harmonie Ponder

**Address:** 1240 Rawkin Street, Suite F,  
Troy, MI 48083

**Phone:** (800) 453-7733 **Toll-free:** (800) 453-7733

**Fax:** (800) 499-5718

**E-mail:** sapeap@ix.netcom.com

**Program Description:** (1) Elementary students: Teachable Treasures, \$6.00 a piece, \$79.90 for full set (16 posters). (2) Middle and high school students: In Search of Character, 30 minute videos, closed captioned, \$69.45 a piece and \$649.50 for full set (10 videos); Restoring Respect and Responsibility in Our Schools, 44 minute video, \$79.95; and Eleven Principles of Effective Character Education, 40 minute video for \$89.95.

**Audiences:** (1) Elementary Students and (2) Middle and high school students.

**Program Component:** (1) Accept others, be fair, be responsible, have dignity, don't gossip. Do your own work, be patient, tell the truth, being forgiving, being a friend, being loyal, being self-reliant, being courteous, being giving, being honest, and being respectful.

**Products:** (1) Posters with worksheets and activities to use with students. (2) Videos.

**Product Description:** (1) Front-Character Education Poster (17"x22"), back- a) A black line master of poster front, b) A "Think-about-it-page" for students to their thoughts about the topic, c) Activities to use with students, including a role play for each lesson, and d) A "Mentor Message" for facilitators above each Character Trait. (2) In Search of Character: ten videos to help adolescents develop into caring, respectful, responsible people who make choices based on what's right rather than what's easy. Each program explores various aspects of character with teen-age talk show callers. There are candid discussions with students and inspiring profiles of young people who exemplify good character. Videos include writing assignments, discussion guide with group activities and questions for discussion; Character Education: Restoring Respect and Responsibility in Our schools: Dr. Tom Lickona provides a comprehensive model for values and character education in schools. This video clearly and directly outlines specific classroom strategies, as well as school-wide approaches; and Eleven Principles of Effective Character Education: Recognized leaders in the character education movement, Dr. Tom Lickona and Dr. Katherine Lewis, present a comprehensive model for developing student respect, responsibility and other facets of moral education. Classroom strategies and school-wide approaches are presented.

**Program Focus:** Character Education.

**# of schools using products/services:** Over 2,000

## PERIWINKLE NATIONAL THEATRE

**Contact:** Mary Durbano  
**Address:** 537 Southview Avenue  
Kennett Square, PA 19348  
**Phone:** 610-925-5679 **Fax:** 610-925-3840  
**E-mail:** mdurbano@earthlink.net

**Program Description:** The Birthday Party That Almost Wasn't – Musical Theatre Professional multicultural cast presents a musical story of a rude little boy whose neglected birthday presents come alive and teach him the value of respect, playing nicely, and following the rules. The play uses a blend of fun, fantasy and catchy musical numbers to captivate the audience. ROOFTOP-Play with music: Professional multicultural cast presents the story of a lonely boy and his sister who are intimidated into a fight with a bully. A space alien, attracted by the boy's music, comes to earth and teaches the children that only by communication of feelings, not violence, can problems be solved. Uses song, dance, sound and light effects. Halfway There-Drama: Professional multicultural cast presents a powerful drama about five teens from diverse backgrounds who learn to confront the underlying problems and feelings that led to their substance abuse. Award-winning program alters teen perceptions and opens dialogue on substance abuse, conflict resolution and decision making.

**Audiences:** The Birthday Party-grades Pre-K-2. ROOFTOP-grades 2-5. Halfway There-grades 6-12 including adults.

**Program Components:** Programs run between 40-65 minutes- Post-performance classroom workshop available; and study guides provided for teachers to expand on the lessons of the play in the classroom.

**Product Description:** Program Focus: Arts in Education with a Manners/Respect for Others theme; Arts in Education with an Anti-Violence theme and Arts in Education with Drug Prevention and Conflict Resolution themes.

**# of schools using products/services:** 105 shows annually.

**Evidence of Effectiveness:** Endorsements available on request.

Additional programs available: Mad Poet and Little Red and Made Poet Strikes Again — brings poetry alive and encourages reading and creative writing. Little Red Riding Hood Finds the Safety Zone— abduction prevention.

## POSITIVELY YOURS

**Program:** Beginning Awareness Basic Education Studies (BABES)

**Contact:** Elizabeth McGlinn, Program Director  
**Address:** 1321 Vardon Road, Brigantine, NJ 08203  
**Phone:** (609) 266-7868 **Fax:** (609) 266-5576  
**Website:** www.positivelyyoursinc.com  
**E-Mail:** pyihealthctr@aol.com

**Program Description:** BABES is a primary prevention program designed to give children a lifetime of protection from self-defeating behaviors and substance abuse. BABES accomplishes this by assisting young people develop healthy living skills and providing them with accurate, nonjudgmental information about the use and abuse of alcohol and other drugs. The information is presented in a manner designed to gain the attention of children using storytelling, bright, colorful puppets, flash cards and songs.

**Audience:** Pre-K, elementary, intermediate, middle and high school students, after school programs, parents, educators and community groups.

**Program components:** The 7 session topics include feelings, dignity and self-esteem, decision making, peer pressure, coping skills, drug & alcohol information and living in a chemically dependent home. The characterization of the puppets allows for usage during any teachable moment, expanding the program to encompass all aspects of growth and learning.

**Products:** The BABES Teaching Kit

**Product Description:** The BABES Kit includes 7 hand puppets of washable, durable materials, a complete curriculum consisting of lesson plans and evaluation suggestions for each of the seven subject areas, seven illustrated lessons in storybook form, a musical cassette tape to use with the song sheets, and flash cards and worksheets for each lesson.

**Program Focus:** BABES focuses on the inherent goodness in ourselves and

others, represented by the "Dignity light within." BABES is a classic present day application of affirmative life principles. The curriculum enables children to develop living and loving skills, to create a desire for healthful living and gives them the ability to better understand how to protect themselves from alcohol and chemical dependency situations among their peers and within the family structure.

**Staff Development:** A two day training to educate and motivate facilitators for effective program implementation. Registered Level Two, NJ Professional Development provider, 17 hours of professional development activity awarded upon completion of training.

**# of schools using products/services:** Started in Detroit, Michigan in 1979, and promoted through OSAP and the National Council on Alcoholism, BABES is nationwide and worldwide, reaching millions of students annually in 48 states and 5 countries.

**Evidence of Effectiveness:** available upon request from Babesworld Home, (1-800-54-BABES)

Other Programs Offered: Helping Teens Stop Using Tobacco (TAP), Intervening With Teen Tobacco Users (TEG) and Safe Passage-Violence Intervention Program.

## POWER SURGE VIDEO SERIES

**Program:** Media International  
**Contact:** Erin Wurtemberg  
**Address:** 5225 San Fernando Road, West  
Los Angeles, CA 90039  
**Phone:** 818-242-5314, ext. 20  
**Toll-free:** 800-477-7575  
**Fax:** 818-242-5383  
**Web site:** [www.medianinternational.com](http://www.medianinternational.com)  
**E-mail:** [erinw@mediainternational.com](mailto:erinw@mediainternational.com)  
**Program Description:** *Power Surge* is a series of 27 videos, each 16 minutes in length. Each program focuses on a specific topic pertinent in the lives of teens. *Power Surge* is made up of 5 subjects: Character Issues, Personal Issues, Sexual Issues, and Substance Abuse. Each video is centered on a particular teen who shares their personal story. Programs are fast-paced, hold the attention of its audience and is very similar to programming on MTV.  
**Audiences:** Designed for grades 6-12. The videos contain modern music, quick edits and cool graphics. Videos offer 12-18 year olds an honest approach to issues important to them. It compels Jr. High and High School students to do the right thing.  
**Products:** This program comes with a curriculum and videotapes.  
**Product Description:** Each video comes with a curriculum guide, which helps guide classroom discussion, question and answer sessions, and homework projects to illustrate points covered in video. The curriculum is designed to help teens think critically and analytically.  
**Program Focus:** Media International presents the teen as the expert. *Power Surge* contains no reenactment. Teens tell their stories and offer the tools and keys they've used to help themselves. This program also features other experts such as psychologists, authors and teachers. It is one of the most hard-hitting and effective series on the market.  
**Effectiveness of Program:** Media International has been producing educational videos for over 10 years. The goal has been to produce quality programs that will make young people think about the choices they make. John Hasbrouck, president, began working with youth nearly 20 years ago. As he began mentoring young men, he discovered the majority of them were struggling with similar issues. It was at this point that he decided to produce *Power Surge*. He realized that certain topics weren't being taught at home, school or church. Topics such as loneliness, suicide and stress seemed to remain untouched. So, the birth of *Power Surge: Hot Topics for Teens* came to be. Media International has been successfully selling videos to schools, hospitals, rehabilitation clinics, churches, youth organizations, juvenile centers, and police departments for over a decade and will continue to do so as long as there is a need.

## PRINCIPLE WOODS

**Program:** Principle Woods  
**Contact:** Susan Anderson  
**Address:** One San Jose Place, Suite 11,  
Jacksonville, Florida 32257  
**Phone:** (904) 260-8735  
**Fax:** (904) 260-8492  
**Website:** [www.principlewoods.com](http://www.principlewoods.com)  
**E-Mail:** [sanders@principlewoods.com](mailto:sanders@principlewoods.com)  
**Program Description:** An innovative concept for initiating behavioral change through original children's literature. Multi-modality and interdisciplinary language arts lesson plans activities enhance the stories so that character education and language arts are taught within the same time frame. All lesson plans are aligned to national standards. Book and curriculum will be available in Spanish.  
**Audience:** Elementary Schools, Classroom Teachers K-5, Guidance Counselors, Language Arts Teachers, After School Mentors, Bilingual Educators, Parents, Character Education Teachers, Music Teachers, and Drama Teachers  
**Program Components:** Supplemental, formal and informal multi-modality, character/language arts program  
**Products:** Books, Book on CD word for word, music CD's and sheet music. Language arts lesson plans, Activities Manual, Dramatic scripts, Bookmarks, and Posters  
**Product Description:** Three series of brilliantly illustrated books (beginning\*, emerging\*, and independent) featuring the same imaginative setting and animal characters with corresponding scripts, lyrics, language arts lesson plans, supplemental critical thinking and language activities. Dramatically read, word for word CD's for each book, and music CD, posters and poetry bookmarks on Work, Courage, and Honesty. Nine more principles to follow. Beginning August 2002 all curriculum and supplemental materials will be available through web subscription site.  
**Product Focus:** "To inspire and equip youth to lead principle centered lives"  
**Staff Development:** No formal training needed  
**# of schools using products/services:** 30 schools and 15 after school programs  
**Evidence of Effectiveness:** Testimonials available on website [www.principlewoods.com](http://www.principlewoods.com) and references available by request.

## PROJECT WISDOM: HELPING STUDENTS MAKE WISER CHOICES

**Contact:** Marsha Mcanear  
**Address:** 4747 Bellaire Blvd., Suite 210,  
Bellaire, TX 77401  
**Phone:** (713) 664-6686 **Toll Free:** (800) 884-4974  
**Fax:** (713) 664-6944  
**Web-site:** [www.projectwisdom.com](http://www.projectwisdom.com)  
**E-mail:** [pwteam@projectwisdom.com](mailto:pwteam@projectwisdom.com)

**Program Description:** Since 1992, Project Wisdom has been helping students make wiser choices. The centerpiece of the program is a collection of thought-provoking messages designed to be read over the PA or in-house television system during morning announcements. These messages inspire and teach. (Sample messages can be found on our Web site, or you can call for a free brochure.) Our program encourages students to reflect upon the meaning of both civic and personal values and the application of those values in their daily lives. The program is rich in biography and history, plus multicultural and social-skills studies. Each daily message takes less than one minute a day to broadcast, and reaches every student and every staff member every day.

**Audiences:** Project Wisdom reaches more than two million elementary and secondary level students each day in all fifty states.

**Program Components:** This program offers three series (collections) of daily broadcast messages. Each series contains enough messages to broadcast for an entire school year. Other *reproducible* components include: (1) *Weekly and Monthly Themes* which are used to help establish a "virtue vocabulary" on campus; (2) *Classroom Introduction* of the program; (3) *Ten Wise Choices*, rules for living as a positive and productive citizen of the world; (4) *Quotations for the Classroom*, a booklet containing the daily quote or aphorism, *Wise Choices for a Comprehensive Character Education Initiative*, a mini-guide, and six practical assessment tools. Also offered, reproducible *Weekly Journals*, which correspond to the *Weekly Themes* and provide students with an opportunity to reflect on the values being fostered and the daily application of those values.

**Program focus:** Character education, moral reflection.

**Program Mission:** To build character by encouraging students to take responsibility for their choices and actions, to build self-esteem by motivating students to do their personal best, and to build community by inspiring students to contribute to the world around them while honoring the diversity that makes our country great.

**Staff Development:** This program is very easy to implement and requires no staff development.

**# of schools using products/services:** 5,000 plus.

**Evidence of Effectiveness:** Visit our website

## RAINBOW CHILD INTERNATIONAL

**Contact:** Mary Durbano / The Golden Group  
**Address:** 537 Southview Avenue  
Kennett Square, PA 19348  
**Phone:** 610-925-5679 **Fax:** 610-925-34840  
**Web site:** [www.rainbowchild.com](http://www.rainbowchild.com)  
**E-mail:** [mdurbano@earthlink.net](mailto:mdurbano@earthlink.net)

**Program Description:** Worldwide programs invite a direct experience into the living tapestry of other cultures through dramatic and enthusiastic storytelling, rhythms, songs, movement and dance. The audience is taken on a global tour including the countries of: China, Ghana, Japan, Mexico, Russia and Native America sharing an appreciation for global awareness, cultural diversity and self-respect. Slides or videos are optional. Many other countries available.

**Audiences:** Elementary, Intermediate, Middle and High school students, special populations, teachers, and community members.

**Program Components:** This includes performances for assemblies, classroom workshops, family programs, half-day/full day and weeklong residencies. Teaches children songs and dances to perform for parents – International nights at school.

**Products:** Book – Ghana Arts & Culture – a rare, in-depth exploration of Ghanaian arts and living, written by one of Ghana's top cultural specialists and Sandy Taylor. Book – Playing with the Elements: Earth – By Sandy Taylor: know the earth as planet, home and provider. This book shares participatory activities for children exploring the sciences, the senses, cultural celebrations and art. Thinking Outside the Box — Self-empowerment through non-violent conflict resolution and creative problem solving are taught through entertaining and insightful stories. The audience learns the how-to of the Peace Process. Breakout discussions help students apply lessons to specific concerns and issues. World Religions — workshops explore the difference and the similarities of religious celebrations and holidays among the five major world religions.

**Program Focus:** The stories and songs, dramatically presented with musical accompaniment, are selected from various cultures for their themes which range from: respect for elders, teasing hurts, and legends that give insight into how other people think and perceive. Confirms that we are all one human family living on one planet and affirms our interdependence with one another and the natural world.

**Staff Development:** Supports cross-disciplinary studies in English, Social Studies, Art, Science, Drama and Music.

**# of schools using products/services:** 800 since 1984.

**Evidence of Effectiveness:** Previously on the roster for PA Council for the Arts, Arts in Special Education in PA, and presently on the roster of World Affairs Council. Testimonial letters available upon request.

## RECOGNIZING HATE ON THE INTERNET

**Contact:** Dominic Festante  
**Address:** 31 Bell Avenue, Glen Gardner,  
New Jersey 08826  
**Phone:** (908) 637-4349 x204  
**FAX:** (973) 300-5215  
**E-mail:** dfestant@succes.tech.nj.us  
**Program Description:** As a means of communication, enrichment and education, the Internet is one of the most effective advancements to date. Reaching a vast audience with minimal investment makes the Internet quite appealing. Unfortunately, the 'dark' side to the Internet is the belief, held by many, that information must be true if it is found on the Internet. Hate groups are quick to take advantage of this concept. It is no longer necessary to leave the house to attend a hate group meeting. This workshop will examine the methods utilized by groups to spread their message of hate. Participants will examine several hate sites. What are their characteristics? What is their appeal? How can they appear so innocuous, yet be so harmful? What are the fallacies of the Internet that contribute to the proliferation of hate sites? Why is the ability to perform a thorough site evaluation so important?  
**Audiences:** Teachers, Administrators, Parents, Boards of Education, Parent/Teacher Organizations.  
**Program Components:** Awareness of an insidious problem on the Internet and how education can be utilized to combat this problem.  
**Program Focus:** Participants learn that hate sites will always exist. The First Amendment guarantees their continued existence. This workshop is the initial step taken in order to combat Internet hate—Education.  
**Staff Development:** One Facilitator is required to lead the workshop.  
**# of schools using products/services:** In addition to presenting this workshop to teachers and administrators in various high schools, this workshop has been presented at several state conferences.  
**Evidence of Effectiveness:** The following are some quotes taken from workshop evaluation forms. "Excellent and powerful", "An excellent presentation—very informative and educational.", "A riveting speaker. Great content.", "A very dynamic speaker and a fascinating topic."

## RESEARCH PRESS PUBLISHERS

**Program:** Research Press  
**Contact:** Dennis Wiziecki  
**Address:** 2612 N. Mattis Ave., Champaign, IL 61822  
**Phone:** (217) 352-3273 **Toll-free:** 800-519-2707  
**Fax:** (217) 352-1221  
**Web-site:** www.researchpress.com  
**E-mail:** rp@researchpress.com  
**Program Description:** Research Press (est. in 1968) has a solid reputation for publishing practical, affordable, research-based intervention programs for use in schools. Topic areas: School Psychology, Counseling, and Social Work; Special Education; Parenting and Child Management.  
**Audiences:** School Psychologists, Special Educators, Counselors, Social Workers, K-12 Teachers, and Administrators.  
**Program Components:** Books, program guides, student manuals, workbooks, skill lessons, group activities, games, role plays, skill cards, video-based training programs, assessment manuals, report-generating software, etc.  
**Products:** A sampling of products published by Research Press include: Skillstreaming; Strategies and Perspectives for Teaching Pro-social Skills (early childhood, elementary, adolescent); ICPS – I Can Problem Solve: An Interpersonal Cognitive Problem-Solving Program (preschool, kindergarten & primary, intermediate elementary grades); Bully Busters: A Teacher's Guide for Helping Bullies, Victims, and Bystanders (upper elementary & middle school); Peer Mediation: Conflict Resolution in Schools (middle school & high school); BOS – Behavioral Objective Sequence (assessment manual, software); Skills for Living: Group Counseling Activities (elementary, middle school); Thinking, Feeling, Behaving: An Emotional Education Curriculum (grades 1-12); Aggression Replacement Training: A Comprehensive Intervention for Aggressive Youth (grades 6-12); Dealing with Anger: A Violence Prevention Program for African American Youth (video, grades 6-12); ASSET: A Social Skills Program for Adolescents (video, grades 6-12).  
**Product Description:** Prevention and intervention materials for teaching students positive mental health concepts and coping strategies. They learn skills to help solve interpersonal problems, get along with others, and contribute to a positive classroom atmosphere.  
**Program Focus:** Pro-social Skills, Conflict Resolution, Violence Prevention, Emotional Education, Anger Management, Cultural Diversity, Gangs and Delinquency, Special Needs, and more.  
**Staff Development:** Many Research Press authors are available for consultation, in-service training, and workshop presentations.  
**# of schools using products/services:** Thousands of schools throughout the U.S. and Canada have purchased materials.  
**Evidence of Effectiveness:** Most materials are based on research and have been thoroughly field-tested. Many products have been evaluated and listed as model programs or promising programs in various studies

## RICK BERGER'S VENTEVENTS

**Program:** *Rick Berger's Ventevents*  
**Contact:** Rick Berger  
**Address:** P.O. Box 6207  
Parsippany, NJ 07054  
**Phone:** 973-331-9630  
**Fax:** 973-331-9672  
**Email:** ventevents@hotmail.com

**Program Description:** "I Am Special" is a unique, multifaceted program presented by former FBI Special Agent Rick Berger, who served as Community Outreach Coordinator for the FBI's New York office. Character education is incorporated throughout the presentation. Other components include substance abuse prevention, safety and bullying. Ventriloquism and music are integral parts of the show. Rick and his "friends" explore the topics of drugs, personal safety, self-esteem and the principles of character education, all in terms that are age-appropriate and easy for kids to understand. The program is entertaining as well as informative. "Life is Not a Dress Rehearsal" is geared to the areas of life skills and goal setting. Rick's unique motivational approach has proven to be a great success in the many schools he has visited.

**Audience:** "I am Special" (K-5), "Life Is Not a Dress Rehearsal" (6-12)

**Program Component:** Character education, substance abuse prevention, safety, self esteem, bullying, life skills, goal setting, peer pressure, decision making, critical thinking and problem solving.

**Program Focus:** Building life skills

**# of schools using products/services:** 500

**Evidence of Effectiveness:** the effective program is tailored to meet the needs of various age groups. The program has been reviewed by student survey methods and is found to be effective in teaching decision making skills to students. The program is instructional and interactive, lending itself to student participation. The lessons are effective and support the research-based prevention criteria of addressing both risk factors and protective factors as outlined by Hawkins and Catalano.

## SADECKY'S PUPPETS

**Contact:** Jay Sadecky  
**Address:** 313 5th Avenue,  
Tarentum, PA 15084  
**Phone:** (724) 224-4409 **Toll Free:** 800-962-0654  
**Fax:** (724) 226-8022  
**Web-site:** [www.livepuppets.com](http://www.livepuppets.com)  
**E-mail:** [sales@livepuppets.com](mailto:sales@livepuppets.com)

**Program Description:** Each year Sadecky's Puppets offers a new production appropriate for the character education curriculum. Performances are 40 minutes in length, and consist of multiple puppet characters featured in a contemporary story to which children can easily relate.

**Audiences:** Elementary ages K-6.

**Program Components:** Original script tailored for current needs, prerecorded soundtrack, puppet characters engaging in dialogue and activity relevant to current social issues (age appropriate).

**Products:** Puppet show performances.

**Product Description:** see program description.

**Program Focus:** Topics relevant to the character education curriculum include manners, respect, anti-violence, bullying, honesty, substance abuse, world cultures, and ecology.

**Staff Development:** Teacher study guides available.

**# of schools using services:** 3,000.

**Evidence of Effectiveness:** Hundreds of surveys received annually by clients and 20 years of performance history in elementary schools, many with multiple repeat bookings, indicate an effectiveness in goal achievement.



## SANDY QUEEN/LIFEWORKS

**Program:** Lessons in Living/Character Education  
**Contact:** Sandy Queen  
**Address:** PO 2668 Columbia, Maryland, 21045  
**Phone:** 410-992-7665  
**Fax:** 410-964-9036  
**Email:** sandysinfo@aol.com

**Program Description:** Four year classroom character education initiative.

**Audience:** Pre-K – Grade 12

**Program Component:** Teacher Manual; values posters for classroom; parent materials; student pocket cards; assessment/ pre-post.

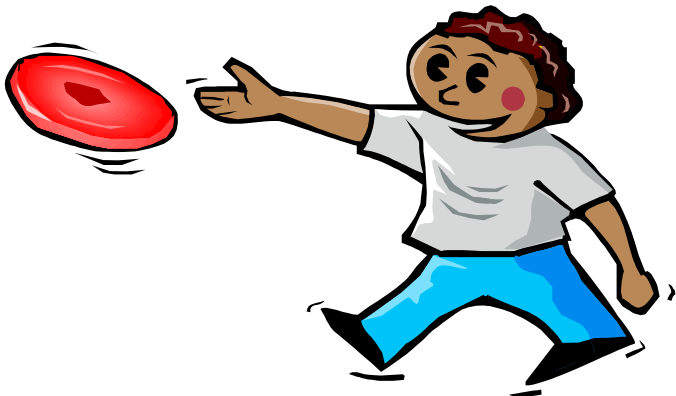
**Product Description:** This is a four-year initiative based on the values that are necessary for the continuance of our democratic society. Rather than a course, Lessons in Living strives to help teachers validate the values displayed by students so that the initiative focuses on what is already being done within the school program, as well as offering lessons, activities, resource materials, bibliography, quotations and lesson plans to help teachers and staff provide vital values programming.

**Staff Development:** Free Faculty training sessions; Free to schools and on a continuing basis as needed.

**# of schools using products/services:** 65 schools

**Evidence of Effectiveness:** Schools in the Commonwealth of Virginia are required to provide Character Education for their students. Schools in Virginia helped to pilot Lessons in Living for the past four years, and several school districts have signed on with Lessons in Living because it is not a “program” but more of a cultural enhancement for the schools.

**Other Program Offered:** In-depth Staff Training – dimensions in learning/motivation/humor in the classroom; Adolescent Leadership Training Institutes – Grades 5 – high school; Peaceful Resolution Conflict Resolution program K-5



## SCHOOL DATEBOOKS

**Contact:** Sharon Powers and Terry Black  
**Address:** 2241 Old Romney Road  
Lafayette, IN 47909  
**Phone:** 1-800-705-7526  
**Fax:** 1-765-417-8874  
**Web Site:** www.schooldatebooks.com  
**Email:** Sharon Powers:  
Sharon@schooldatebooks.com

Terry Black: terry@schooldatebooks.com

**Program Description:** 1. Weekly character education words free of charge for all grade levels; 2. A 16 page character education insert available for 5½ x 8½ books for \$ .15 per book; 3. Any state or district character education program can be added to books if the information is sent camera ready; 4. School internet site is free of charge to schools ordering custom books. This free site has the student (district and school) handbook and school and/or district events and activities. The web site can be updated throughout the school year and linked to school web site so parents, students, and members of the community can check the handbooks (policies) and the school activities; 4. Schools purchasing our partially custom books can add a school web sight for a small additional charge. An internet site can also be purchased on it's own.

**Audience:** All grade levels: K - College

**Program Components:** 1. Weekly character education words that can be used for class discussion, class projects, or to build a weekly lesson plan around. 2. A 16-page insert of character education material that can be used as a basis for discussions, projects, or lesson plans.

**Products:** Student/Teacher planning calendars and handbooks

**Product Description:** Totally custom and partially custom student handbooks and planners for all grade levels. Enclosed brochures describe our product in more detail.

**Program Focus:** 1. Encouraging and teaching organizational skills to students. 2. Providing a character education program for teachers to use weekly or monthly.

**Staff Development:** Individual sales representatives can meet with staff to provide implementation ideas.  
**# of Schools Using Product:** 1,000 + schools in fifty states

**Evidence of Effectiveness:** Response to our character education programs has be very positive but we have no statistics.

**Other Programs Offered:** None – we offer student planners and school internet sites. The internet sites are free to schools purchasing our custom books and are available for a small charge for schools purchasing our partially custom books. The internet site can also be purchased separately.

## SPINNING BEES

**Contact:** Mary Durbano/The Golden Group  
**Address:** 537 Southview Avenue  
 Kennett Square, PA 19348  
**Phone:** (610) 925-5679 **Fax:** (610) 925-3840  
**Web-site:** www.spinningbees.com  
**E-mail:** mdurbano@earthlink.net  
**Program Description:** Impressive skills, demonstration of fancy tricks and history of the Frisbee captivate students in PE classes. Gary Auerbach, World Freestyle Frisbee champion, teaches students to do tricks they've never done before, building self-esteem and encouraging creativity. The message of an active, healthy lifestyle is encouraged and cigarette smoking is discouraged. Frisbee provides families with an affordable hobby that encourages spending time together and a skill that can be mastered by everyone providing success and a feeling of accomplishment. Juggling programs also available with similar messages and components.  
**Audiences:** Elementary and middle school students, community events and camps.  
**Program components:** Interactive assemblies usually in the gym during regular PE class. Demonstrations.  
**Products:** Professional quality Frisbees that are autographed and sold to students which also serve as a fundraiser for the school.  
**Product Description:** High quality, aerodynamic and safe. Used by professionals and beginners.  
**Program Focus:** Build self-esteem through a sense of accomplishment, fosters creativity, encourages a life-long active, healthy lifestyle, and encourages teamwork, cooperation, and goal setting.  
**Staff Development:** na  
**# of schools using products/services:** Over 500 performances in NY, NJ, PA, Canada, FL, OH, MI, NC, MD, DE, WV.  
**Evidence of Effectiveness:** Testimonial letters from principals, teachers and students. Hundreds of letters from admiring students who look up to Gary as a role model are available upon request.

## SPROUT RECORDINGS

**Program:** American Heroes Concert (I, II & III)  
**Contact:** Jonathan Sprout  
**Address:** P.O. Box 188, Morrisville, PA 19067  
**Phone:** (215) 295-2726 **Fax:** (215) 295-6105  
**Toll-free:** (800) 577-7688 ((800) J-SPROUT)  
**Web-site:** www.jonsprout.com  
**E-mail:** jonsprout@jonsprout.com  
**Program Description:** Three different *American Heroes Concerts* which include original award-winning songs about 5 legendary Americans whose lives embraced character traits including *honesty, respect, responsibility, compassion, self-discipline* and *perseverance*. Concerts are presented as "Assembly Programs" by 20 year veteran children's recording artist Jonathan Sprout who has preformed more than 3,500 children's concerts and released 8 albums.  
**Audiences:** K-8 schools.  
**Program Components:** Mr. Sprout is accompanied by his elaborate sound system in this interactive program where children are inspired by stories and original songs about true heroes.  
**Products:** *American Heroes* and *More American Heroes* compact discs and audio cassettes are available in stores and catalogs nationwide. Available with each concert booking are large full color posters depicting the appropriate heroes with biographical information as well as detailed study guides.  
**Product Description:** These powerfully orchestrated multi-award-winning compact disc/cassettes include original songs about 19 heroes including Martin Luther King, Jr., Susan B. Anthony, Abraham Lincoln, Sacagawea, Johnny Appleseed, Frederick Douglass, Sojourner Truth, George Washington, Harriet Tubman and others. Winner of *Parent's Choice, NAPPA Gold, Best Edutainment* and numerous ASCAP awards.  
**Program Focus:** Comprehensive character education through award-winning music helps schools meet affirmative action objectives. Programs also enhance cultural awareness, combat sexual bias and supplement existing science and social studies curricula.  
**Staff Development:** Seminars/workshops.  
**# of schools using product/services:** 925 since 1996.  
**Evidence of Effectiveness:** Numerous repeat visits have been scheduled. Sylvan Schools adopted Jonathan's Heroes song as a Sylvan marketing theme song for year 2000-2001 and included Jonathan's performance at their recent International Conference in Atlanta. Jonathan's American Heroes concerts are endorsed and booked through: The Arts Council of the Morris Area (973) 377-6622 or Project Impact (201) 493-2033. "Jonathan's American Heroes Two concert is entertainment at it's best. Our staff and students sang and danced while learning information that addressed the Core Curriculum Content Standards for

## SUNBURST TECHNOLOGY, INC.

**Contact:** Maria Caprara  
District Representative  
**Address:** 101 Castleton Street-Dept. GC14  
Pleasantville, NY 10570  
**Toll Free:** 1-800-338-3457 x 2130  
**Phone:** 1-914-747-3310, ext. 2130  
**Fax:** 1-914-747-4419  
**Web site:** [www.sunburst.com](http://www.sunburst.com)  
**E-mail:** [maria\\_caprara@nysunburst.com](mailto:maria_caprara@nysunburst.com)

**Program Description:** Sunburst's curriculums use a multimedia approach to character education that helps youngsters develop the skills they need to meet the challenges they face everyday. Emphasizing cooperative learning, these programs are flexibly designed to fit your needs and the needs of your students. The lessons taught in these programs can be carried across the curriculum to such areas as writing, reading, social studies and athletics. With its focus on teacher, students, parents and community educators, these programs are known to help create school environments that are conducive to learning.

**Audiences:** Educators of students in grades K-12, parents, and leaders of community programs.

**Program Components:** The curriculum program include videos, CD-ROMs, pamphlets, posters, games, extensive teacher's guides, reproducible student worksheets and activity cards, and professional development.

**Products:** Sunburst has both integrated Character Education Curriculum Modules as well as stand alone videos that help students develop the attitudes and make the behavioral choices that are part and parcel of good character

**Product Description:** A leader in the field of health and guidance for nearly 30 years, Sunburst develops its programs based on the latest research in the field. Sunburst personnel are in constant communication with experts, and their programs are based on research proven methodology.

**Staff Development:** Sunburst offers on-site professional development that demonstrates effective techniques and provides the tools for teaching character education. It is customized to meet the needs of your students and teaching staff. Training also includes extensive resource materials, performance based assessment tools, and curriculum integration.

**# of schools using products/services:** 50,000.

**Evidence of Effectiveness:** All of Sunburst's programs are based on the highly researched cooperative learning methods of instruction. It has been proven to be the instructional method of choice for preventing and treating many of the social issues addressed in our program.

## T.E.A.L 3 THE EDUCATORS WHO ACTIVATE LIFELONG LEARNING

**Program:** Uniting the Disciplines Through Acceptance and Goodwill  
**Contact:** H. Blecher-Sass  
**Address:** 494 Oak Ridge Road,  
Clark, NJ 07066  
**Phone:** (732) 574-1080  
**Fax:** (732) 574-1080\*51 START  
**Website:** <http://TEAL3.idc-tx.com>  
<http://workshop123.idc-tx.com>  
**E-mail:** [blecher-sass@idc-tx.com](mailto:blecher-sass@idc-tx.com)

**Program Description:** Correlating with national initiatives and state commissions, TEAL3 provides Uniting the Disciplines, W123 to enable adult stakeholders to implement and continually infuse character education, safe and drug free schools, and literacy opportunities throughout the school and community.

**Audience:** Educators, counselors, child care providers, librarians, community representatives and family members interested in personal and professional development that will enable them to provide improved services for our state's youth.

**Program components:** Interactive and reflective activities that involve discussions, role plays, story books, literature, lesson planning, family dialogues and materials for use in the classroom and homes.

**Products:** Website; private access Discussion Board and Chat Zone; planning templates and resources; network of colleagues; print and downloadable activities and home communication letters; live and online presentations by subject matter experts;

**Product Description:** web-based reference, resource and networking materials to involve school personnel, students, families and community members in the education for life long character development

**Program Focus:** Effectively integrate character education, service learning and literature through school based and home based activities that correspond to current curriculums as well as national and state education initiatives.

**Staff Development:** NJ Professional Development Provider; seminars/workshops, conferences and follow-up services; printed materials with interactive online workshops, exchanges, resources and discussions.

**# of schools using products/services:** Nationwide – T.H.E. Institute <http://www.thejournal.com> ; Texas – Educational Service Center 4, Houston <http://www.esc4.net> ; Houston area, Montgomery College – <http://www.nhcmcc.org> ; NJEA convention 2002 presentations.

**Evidence of Effectiveness:** Newspaper and magazine articles; TV interviews; with testimonial letters and recommendations available upon request

**Other Programs Offered:** see website

## THE MAGIC OF DOUG YOUNG

**Program:** I Like Me...Drug Free  
**Contact:** Doug Young  
**Address:** 1 Atlanta Court #4,  
Freehold, NJ 07728  
**Phone:** (732) 866-8869 **Fax:** (732) 625-0180  
**Web-site:** [www.DougYoungMagic.com](http://www.DougYoungMagic.com)  
**E-mail:** [Realmagic@aol.com](mailto:Realmagic@aol.com)

**Program Description:** This is a unique new approach to anti-drug and alcohol programs because it mixes information about the effects of substances with a self-esteem message. In the show, Doug will cover topics such as Smoking, Alcohol Addiction, Self-Respect and Peer Pressure. This presentation is not intended for mere entertainment but to inform and to challenge students to think and to make the right decisions. It is also highly entertaining as Doug balances a woman on a Drug Free School Zone sign...6 feet in the air! Five lucky students will also be given the opportunity to win a \$100 bill!

**Audiences:** K-8 grade students, community events, after school activities.

**Program components:** Magic Tricks, Stage Illusion, Dialogue, Demonstrations, Audience Participation, and Drug Fact Boards.

**Program Focus:** This program differs from most other programs because of the self-esteem message. Studies show that students receive the information about drug abuse from TV, police officers, and family but still can feel negatively pressured to make the right choice. Doug works to encourage students to realize that it is their choice and they will be responsible for that choice.

**# of schools using products/services:** List available upon request.

**Evidence of Effectiveness:** Thank you letters and E-mails from parents, school staff and students. "I like the integration of magic to reinforce the theme of "respect". The beginning scene with the girl suspended from the Drug Free School Zone sign was an excellent attention getter! The show was on target with today's drug issues" Vasiki Lempesis, - J.W.— Wakeman Elementary School, Jersey City, NJ.

## THE QUIET RIOT

**Program:** The Quiet Riot  
**Contact:** David of Bill Mettler  
**Address:** 131 Woodland Road,  
Wyncote, PA 19095  
**Phone:** 215-885-8825  
**Fax:** 215-885-8031  
**Web Site:** [www.quietriot.org](http://www.quietriot.org)

**Program Description:** The power of story! 2 Brothers: Teamwork; Experience: 24 years, 3500 school shows – Great sound effects too! Five assembly programs that support Character Education: stories, comedy, mime, audience participation, sound effects & music that connect students with compassion, integrity, resourcefulness, respect for self and others.

Your 7 Strengths (K-6): a show that addresses self-esteem by helping students become aware of their inner strengths & beneficial support systems. 21<sup>st</sup> Century Leaders: (K-6 & 7-12) this show encourages moral leadership in students and staff alike by empowering them to instill respect, belonging, choice and fun within their school. The Planet Earth Show: (K-6 & 7-12) a program about shaping our future that explores local and global citizenship & personal responsibility. Two diversity programs (K-6 & 7-12) explore self-respect for others, compassion, individual and community wellness. Stories From the Human Family: world stories. Celebrations of Giving & Light: a program that honors the winter celebrations of five cultures.

**Audience:** K-12 students, teachers and parents.

**Program Component:** Programs are 45-60 minutes. Age appropriate booklets/questionnaires are provided to teachers for student follow-up.

**Program Focus:** Character Education, Conflict Resolution, Leadership & Community Building.

**Staff Development:** Teacher in-services in Multi-Intelligences, Conflict Resolution, Leadership, Teambuilding, Communication Skills, Shaping the Future & Interdependence.

**# of schools using products/services:** over 3500

**Evidence of Effectiveness:** Letters & testimonials from teachers, administrators & students available on request

Visit the NJ Department of Education  
Web-site at  
[www.state.nj.us/njded/chared](http://www.state.nj.us/njded/chared)

## THE RANDOM ACTS OF KINDNESS

**Contact:** Barbara Gates,  
Director of Educational Programs  
**Address:** 1801 Broadway, Suite 250,  
Denver, CO 80202  
**Phone:** 303-297-1964 ext. 12  
**Fax:** 303-297-2919  
**Toll Free:** 800-660-2811 ext. 12  
**Web Site:** [www.actsofkindness.org](http://www.actsofkindness.org)  
**Email:** [Barbara.gates@actsofkindness.org](mailto:Barbara.gates@actsofkindness.org)  
**Program Description:** We provide free kindness materials, which our participants adapt to their own school environment and goals. We offer free activity ideas, brainstorming support, project planning and implementation tools, publicity guidance, lesson plans, and project plans. Participants also have access to those ideas successfully implemented in other schools. Our program encourages students to practice kindness, a value that they will use in relationships, careers, and community work for the rest of their lives.  
**Audience:** Pre-K – college students, as well as adults of all ages.  
**Program Component:** On our website, we offer an Activity Idea Guide, full of ideas for schools, the community, and the workplace. In addition, we have a Teacher's Guide, a Project Planning Guide, a Publicity Guide, lesson plans, project plans, and a Kindness to Colleagues Guide. All of our materials are free and can be downloaded from our website. We encourage educators to share ideas and adapt others' ideas to their own school environment. Call us for brainstorming help and other free consultations.  
**Products:** Resources cited above, available free of charge on our website. In the fall of 2002, we will offer free digital images on our website so schools can print posters, bookmarks, t-shirts, for distribution among the student body.  
**Program Focus:** We provide free inspiration and free ideas, materials, and guidance for students and adults who promote and perform acts of kindness. Our primary focus is education, and our materials are available on our website, [www.actsofkindness.org](http://www.actsofkindness.org)  
**Staff Development:** Free Teacher's Guide, school ideas, and other materials on our website; free phone consultation and support.  
**# of schools using products/services:** 20,000-30,000 schools nationwide and other schools internationally.  
**Evidence of Effectiveness:** Reduced referrals to principals (sometimes by 50%), more respectful treatment in the hallways, improved overall school climate, a stronger school community and sense of purpose, closer connections with the surrounding community, and improved self-esteem among students as they learn to use the power of kindness to reach out to others.

## TIGERMAN: ANTI-VIOLENCE PROGRAM

**Program:** TigerMan, the Non-Violent Superhero  
**Contact:** Mark Anthony Cialante,  
Executive Director  
**Address:** 3721 Midvale Ave.  
Philadelphia, PA 19129  
**Phone:** (215) 951-0330 ext. 128  
**FAX:** (215) 951-0342  
**Web-site:** [www.tigermankids.com](http://www.tigermankids.com)  
**E-mail:** [tmp@tigermankids.com](mailto:tmp@tigermankids.com)  
**Program Description:** TM Productions provides the performances of TigerMan, the non-violent Superhero! A 45-60 minute performance of Live Original Music and Dance, teaching the dangers of Drugs, Guns, Strangers, and Violence, and to respect Teachers, Others, and Themselves  
**Audiences:** Pre-K-4th grade, urban, suburban, rural  
**Program Components:** A Live performance by TigerMan, the Non-Violent Superhero, teacher's curricula, coloring pages and other handouts to kids, prizes such as T-Shirts, books. There is also a follow-up visit from TigerMan, approximately 1 month after the original performance.  
**Program Focus:** Anti-Violence, Guns, and Drugs, Safety Issues, Self Respect, Respect for Teachers, Respect for others, Relaxation and Mental Focus  
**Staff Development:** Teacher Curriculum  
**# of schools using products/services:** Approximately 80 schools/year.  
**Evidence of Effectiveness:** TM Productions has recently received several large grants to expand operations from well-known Foundations, and has received thousands of letters of thanks and stories of children whose lives have been saved directly as a result of the lessons TigerMan teaches. In addition, to facilitate program development, TM Productions is conducting Scientific Outcomes Research with the aid of volunteer experts in the field.